



Dennis Rader <dennis.rader@lacity.org>

RE: DID parcel 5147-026-033

1 message

Estela Lopez <ELopez@centralcityeast.org>
To: Dennis Rader <dennis.rader@lacity.org>
Cc: "Van Cise, Eugene" <eugene.vancise@lacity.org>

Wed, Jul 5, 2017 at 2:32 PM

Left you a voicemail. If we do not connect today I am available all day tomorrow except between 2-3pm. Would you like to set a time for us to talk?

Cordially,

Estela Lopez

Downtown Industrial District BID

725 Crocker St.

Los Angeles, CA 90021

213-228-8484

From: Dennis Rader [mailto:dennis.rader@lacity.org]
Sent: Wednesday, July 05, 2017 7:06 AM
To: Estela Lopez
Cc: Van Cise, Eugene
Subject: Re: DID parcel 5147-026-033

Estela, I've been out of the office until today.

On Fri, Jun 30, 2017 at 5:40 PM, Estela Lopez <ELopez@centralcityeast.org> wrote:

Hi Dennis. I've been meaning to review all that Eugene sent me this week and have just been bonkers. My apologies. Will you be in the office on Monday?

Cordially,

Estela Lopez

Downtown Industrial District BID

725 Crocker St.

[Los Angeles, CA 90021](#)

[213-228-8484](#)

From: Dennis Rader [mailto:dennis.rader@lacity.org]

Sent: Friday, June 30, 2017 9:54 AM

To: Estela Lopez

Cc: Van Cise, Eugene

Subject: DID parcel 5147-026-033

Estela, we have to start submitting the 2018 BID data to the County. For the parcel above, Eugene had asked for a re-calculation of the 2018 assessment since it is now a non-profit. So far, I have not seen a reply (Eugene is out of the office today).

I have re-calculated the 2018 assessment myself to be \$2,904.92 using the original parcel sqft of 44,169 and the current non-profit rate of 0.0657682167369041.

This amount will be submitted to the County for this parcel, unless you have a different calculation?

--

Dennis Rader

Technical Research Supervisor

Los Angeles City Clerk, NBID Division

[213-978-1120](#)

--

Dennis Rader

Technical Research Supervisor

Los Angeles City Clerk, NBID Division

213-978-1120



Dennis Rader <dennis.rader@lacity.org>

RE: DID parcel 5147-026-033

1 message

Estela Lopez <elopez@centralcityeast.org>
To: Dennis Rader <dennis.rader@lacity.org>

Thu, Nov 30, 2017 at 3:26 PM

Glad we could solve the puzzle.

From: Dennis Rader [mailto:dennis.rader@lacity.org]
Sent: Tuesday, November 28, 2017 1:52 PM
To: Estela Lopez <elopez@centralcityeast.org>
Subject: Re: DID parcel 5147-026-033

Yes, that is helpful. So it seems then that they should be assessed at the non-profit rate from when they acquired the property in 2016. So this is how the billing for this parcel is listed:

2018: \$2,904.92 (billed through County)

2017: \$2,904.92 (direct billed by our office)

2016: \$2,617.25 (pro-rated at non-profit rate billed by our office). Rate is also 2.5% less than 2017 due to CPI increase.

We'll send out the invoice this week, if possible.

On Tue, Nov 28, 2017 at 11:25 AM, Estela Lopez <elopez@centralcityeast.org> wrote:

Hi Dennis. Here is a letter from the head of the non-profit that is now in control of that parcel. Does this help?

From: Dennis Rader [mailto:dennis.rader@lacity.org]
Sent: Tuesday, October 31, 2017 11:51 AM
To: Estela Lopez <elopez@centralcityeast.org>
Subject: Re: DID parcel 5147-026-033

OK, I will wait for you to get back to me with that information.

On Tue, Oct 31, 2017 at 11:48 AM, Estela Lopez <elopez@centralcityeast.org> wrote:

Again, no one officially advised us of the sale of that parcel. I spotted it on a list of CRA properties sent to the CLA and Council during the disestablishment of the CRA (2015-2016). The Weingart was very public about its interest in that property. Head of Weingart told me they were acquiring it. Then, there was press coverage of the Weingart's intention to build a homeless housing project on the site.

Because it does not yet show up on the Assessor's list as a Weingart property by name, I would need to call Weingart to ensure that indeed it has title for that property. To be 100% certain. And also the date it was acquired. It would be in their best interest, certainly, because it would confirm the reduction in their BID assessment.

From: Dennis Rader [mailto:dennis.rader@lacity.org]
Sent: Tuesday, October 31, 2017 11:42 AM

To: Estela Lopez <elopez@centralcityeast.org>
Subject: Re: DID parcel 5147-026-033

We reduced the assessment to the non-profit rate for 2018 based on your phone call(?) to us in June, so whatever documentation you used to make that determination would be fine. Here's another twist to the situation: because the private entity (non-profit or otherwise) acquired the property in 2016, they also owe a pro-rated amount for that year as well. We just need to know whether to pro-rate the assessment based on full or non-profit rate.

On Tue, Oct 31, 2017 at 11:36 AM, Estela Lopez <elopez@centralcityeast.org> wrote:

Hmmm... well, I am going to have to ask the Weingart Center directly about this in order to give you a correct answer. It is entirely possible that Weingart set up a separate LLC (typical in real estate acquisitions). Or it could also be that the CRA sold it to 600 San Pedro LLC, a private buyer, who then sold it to Weingart. As far as I or anyone else knows, it is currently owned by Weingart. However, in order for us to reduce the assessment, I would presume you need proof that it is indeed a non-profit owner.

From: Dennis Rader [mailto:dennis.rader@lacity.org]
Sent: Tuesday, October 31, 2017 11:31 AM
To: Estela Lopez <elopez@centralcityeast.org>

Subject: Re: DID parcel 5147-026-033

Yes, the address of the parcel is [600 S San Pedro St](#). According to the County record, the parcel changed from Govt (CRA) to privately owned on 1/29/2016. The owner shows as [600 San Pedro LP](#). Are you saying that the ownership has changed again to the Weingart Center? If so, the County record has not yet been updated.

On Tue, Oct 31, 2017 at 11:23 AM, Estela Lopez <elopez@centralcityeast.org> wrote:

Hi Dennis. I believe I can answer this for you, but I need to be sure we are speaking about the same parcel. It is located at [600 S. San Pedro Street](#). It was owned by the CRA and was sold last year to the Weingart Center. If that is the parcel in question, then I can confirm that its status changed from government owned to non profit at some point in 2017. It had been government owned since at least the mid-1980's.

From: Dennis Rader [mailto:dennis.rader@lacity.org]

Sent: Tuesday, October 31, 2017 11:10 AM

To: Estela Lopez <elopez@centralcityeast.org>

Cc: Van Cise, Eugene <eugene.vancise@lacity.org>

Subject: Re: DID parcel 5147-026-033

Hi Estela, I have a question for this non-profit parcel 5147-026-033. Have they always been a non-profit, or did they become a non-profit during 2017 when we were made aware of this? The reason I'm asking is because we sent them a 2017 invoice for the full rate, not the non-profit rate. Should we then send a new invoice with the non-profit amount?

On Fri, Jun 30, 2017 at 9:53 AM, Dennis Rader <dennis.rader@lacity.org> wrote:

Estela, we have to start submitting the 2018 BID data to the County. For the parcel above, Eugene had asked for a re-calculation of the 2018 assessment since it is now a non-profit. So far, I have not seen a reply (Eugene is out of the office today).

I have re-calculated the 2018 assessment myself to be \$2,904.92 using the original parcel sqft of 44,169 and the current non-profit rate of 0.0657682167369041.

This amount will be submitted to the County for this parcel, unless you have a different calculation?

--

Dennis Rader

Technical Research Supervisor

Los Angeles City Clerk, NBID Division

[213-978-1120](tel:213-978-1120)

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Dennis Rader

Technical Research Supervisor

Los Angeles City Clerk, NBID Division

[213-978-1120](tel:213-978-1120)

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Dennis Rader

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Los Angeles City Clerk, NBID Division

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Technical Research Supervisor

Los Angeles City Clerk, NBID Division

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Dennis Rader

Technical Research Supervisor

Los Angeles City Clerk, NBID Division

[213-978-1120](tel:213-978-1120)

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5/25/2018

City of Los Angeles Mail - RE: DID parcel 5147-026-033

Dennis Rader

Technical Research Supervisor

Los Angeles City Clerk, NBID Division

213-978-1120



Dennis Rader <dennis.rader@lacity.org>

RE: 188.80 East Hollywood PBID submittal

1 message

Nicole Shahenian <nicole@ehbid.org>

Wed, Jun 14, 2017 at 3:05 PM

To: Dennis Rader <dennis.rader@lacity.org>

Cc: Todd Burton <TBurton@willdan.com>, Susana Medina <smedina@willdan.com>, "Van Cise, Eugene" <eugene.vancise@lacity.org>

Hi Dennis! Please find the attached letter regarding the BID's assessment increase. Also, please note that I am now using an EHBID e-mail for all BID related correspondence. Please update your records to reflect Nicole@ehbid.org.

Also, the Hollywood Chamber has moved offices to the 6255 Sunset Blvd. address. I am not sure if this address has been updated yet on the city side. Thanks so much!

Warmest Regards,

A handwritten signature in black ink that reads "Nicole Shahenian".

**Nicole J. Shahenian**

Executive Director

East Hollywood Business Improvement District

6255 Sunset Blvd, Ste 150, Hollywood, CA 90028

323-469-8311 ext. 28 | Nicole@EHBID.orgwww.ehbid.org**From:** Dennis Rader [mailto:dennis.rader@lacity.org]**Sent:** Wednesday, June 14, 2017 2:33 PM**To:** Shahenian, Nicole <Nicole@hollywoodchamber.net>**Cc:** Todd Burton <TBurton@willdan.com>; Susana Medina <smedina@willdan.com>; Van Cise, Eugene

<eugene.vancise@lacity.org>

Subject: Re: 188.80 East Hollywood PBID submittal

Hi Nicole, I'm going through the East Hollywood data for the County and I noticed that there is a 3% increase over last year's assessments. I'll need either a copy of the board minutes or a letter from the BID detailing the increase, thank you.

On Thu, Jun 1, 2017 at 2:51 PM, Susana Medina <smedina@willdan.com> wrote:

Hello Dennis:

Attached is the FY 17-18 submittal for 188.80 East Hollywood PBID.

Let me know if you have any questions or require additional information.

Susana Medina

Project Manager

Willdan Financial Services

Comprehensive. Innovative. Trusted.

27368 Via Industria, Suite 200

Temecula, California 92590

T. [951.587.3546](tel:951.587.3546)

F. [951.587.3510](tel:951.587.3510)

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Dennis Rader

Technical Research Supervisor

Los Angeles City Clerk, NBID Division

[213-978-1120](tel:213-978-1120)



06.14.17 Assessment Increase Authorization.pdf

273K

5/25/2018

City of Los Angeles Mail - RE: 188.80 East Hollywood PBID submittal



June 14, 2017

Mr. Dennis Rader
Technical Research Supervisor
Los Angeles City Clerk, NBID Division
200 North Spring Street, Room 224
Los Angeles, CA 90012

Dear Dennis:

This letter is to inform you that the East Hollywood Property Business Improvement District (EHBD) Board of Governors, voted to increase its annual assessments by 3% for 2018, at its May 16, 2017 Board of Governors meeting.

Please let me know if you have any questions. I can be reached via e-mail at Nicole@ehbid.org.

Warmest Regards,

A handwritten signature in black ink, appearing to read 'Nicole Shahanian', written in a cursive, flowing style.

Nicole Shahanian
Executive Director

EHBD.ORG

7018 Hollywood Blvd., Los Angeles, CA 90028 T (323)469-8311 F (323)469-2805 E info@EHBD.org



Dennis Rader <dennis.rader@lacity.org>

FW: Palisades Village Center / Notice of Assessment

1 message

Palisades BID <laurie@palisadesbid.org>
To: jose.flores@lacity.org, dennis.rader@lacity.org
Cc: Rick Scott <rick.scott@lacity.org>

Tue, May 1, 2018 at 10:41 AM

Hello,

I know Rick cc'd you on this issue, and I'm hoping that you can help me understand this lien? We don't seem to have any info on our NON PAID assessment list that we get, so we, also, are a little bit confused. The document doesn't even show the amount in arrears, or the APN/Property numbers. If you can please call me, 310-365-5123, I'd really appreciate it.

Thanks,

Laurie Sale

LAURIE SALE

Executive Manager,

Pacific Palisades Business Improvement District

PO Box 1792

Pacific Palisades, CA 90272

laurie@palisadesbid.org

(424)256-5733

From: Alice Maxwell [mailto:Alice@sandstoneproperties.com]
Sent: Monday, April 30, 2018 11:44 AM
To: laurie@palisadesbid.org
Subject: Palisades Village Center / Notice of Assessment

Hello Laurie,

We are the property manager for an office building located on Alma Real Drive. We received the attached Notice of Assessment and are trying to obtain information to have the lien released from the subject property.

Please provide me with the appropriate contact person regarding this matter.

Thank you.

Alice Maxwell

Office: (310) 393-9000 ext. 127 | Fax: (310) 943-4388

alice@sandstoneproperties.com



10877 Wilshire Blvd., Suite 1105

Los Angeles, CA 90024



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20180430112630468.pdf
346K



Dennis Rader <dennis.rader@lacity.org>

RE: FW: Palisades Village Center / Notice of Assessment

1 message

Palisades BID <laurie@palisadesbid.org>

Wed, May 2, 2018 at 1:10 PM

To: Rick Scott <rick.scott@lacity.org>, Dennis Rader <dennis.rader@lacity.org>

Cc: "Flores, Jose" <jose.flores@lacity.org>, Rita Moreno <rita.moreno@lacity.org>, Shannon Hoppes <shannon.hoppes@lacity.org>

thanks

From: Rick Scott [mailto:rick.scott@lacity.org]**Sent:** Wednesday, May 2, 2018 8:39 AM**To:** Dennis Rader**Cc:** Flores, Jose; Palisades BID; Rita Moreno; Shannon Hoppes**Subject:** Re: FW: Palisades Village Center / Notice of Assessment

Thanks Dennis for the clarification.

On Wed, May 2, 2018 at 8:02 AM Dennis Rader <dennis.rader@lacity.org> wrote:

Laurie,

Our clerical supervisor Jose will take care of this. We have a letter with language that explains this situation, that we can send out. The reason for this lien letter is that we are required to submit this paperwork to the County for each BID that forms or renews. It only describes the BID assessments that are attached to the parcels involved, a "lien" in this case does not indicate whether or not an assessment has been paid.

If research is needed to determine whether the assessments are paid, you can determine that from the levied-paid reports that are available from the County.

On Tue, May 1, 2018 at 10:41 AM, Palisades BID <laurie@palisadesbid.org> wrote:

Hello,

I know Rick cc'd you on this issue, and I'm hoping that you can help me understand this lien? We don't seem to have any info on our NON PAID assessment list that we get, so we, also, are a little bit confused. The document doesn't even show the amount in arrears, or the APN/Property numbers. If you can please call me, 310-365-5123, I'd really appreciate it.

Thanks,

Laurie Sale

LAURIE SALE

Executive Manager,

Pacific Palisades Business Improvement District

PO Box 1792

Pacific Palisades, CA 90272

laurie@palisadesbid.org

(424)256-5733

From: Alice Maxwell [mailto:Alice@sandstoneproperties.com]

Sent: Monday, April 30, 2018 11:44 AM

To: laurie@palisadesbid.org

Subject: Palisades Village Center / Notice of Assessment

Hello Laurie,

We are the property manager for an office building located on Alma Real Drive. We received the attached Notice of Assessment and are trying to obtain information to have the lien released from the subject property.

Please provide me with the appropriate contact person regarding this matter.

Thank you.

Alice Maxwell

Office: (310) 393-9000 ext. 127 | Fax: (310) 943-4388

alice@sandstoneproperties.com



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Los Angeles, CA 90024



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--

Dennis Rader

Technical Research Supervisor

Los Angeles City Clerk, NBID Division

213-978-1120

--

Rick Scott

Neighborhood and Business Improvement District Division

Office of the City Clerk

213.978.1121 direct

213.978.1099 main

Fax 213.978.1130

Rick.Scott@lacity.org



Dennis Rader <dennis.rader@lacity.org>

RE: Palisades BID assessment roll

1 message

Palisades BID <laurie@palisadesbid.org>
To: Dennis Rader <dennis.rader@lacity.org>

Thu, May 19, 2016 at 12:12 PM

OH...btw...we decided to NOT increase any assessments for the coming year. Forgot to say that in the email. Thanks

From: Dennis Rader [mailto:dennis.rader@lacity.org]
Sent: Thursday, May 19, 2016 11:44 AM
To: Palisades BID
Subject: Re: Palisades BID assessment roll

Thank you, I did receive it.

On Thu, May 19, 2016 at 11:21 AM, Palisades BID <laurie@palisadesbid.org> wrote:

Dear Mr. Rader

Attached is our Submission of BID Property Assessment Database for 2017 Assessment Year. Please let me know that your received this document.

Thanks so much,

Laurie Sale

LAURIE SALE

Executive Director,

Pacific Palisades Business Improvement District

PO Box 1792

Pacific Palisades, CA 90272

laurie@palisadesbid.org

(424)256-5733



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Dennis Rader

Technical Research Supervisor

Los Angeles City Clerk, NBID Division

213-978-1120



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Dennis Rader <dennis.rader@lacity.org>

RE: Palisades Village Center / Notice of Assessment - Pacific Palisades NBID

1 message

Palisades BID <laurie@palisadesbid.org>

Tue, May 1, 2018 at 12:20 PM

To: Jose Flores <jose.flores@lacity.org>, Rick Scott <rick.scott@lacity.org>, Dennis Rader <dennis.rader@lacity.org>

Cc: Rick Scott <rick.scott@lacity.org>

Thanks...a bit confused...Is there still outstanding monies owed to the BID? Thanks for your help

From: Jose Flores [mailto:jose.flores@lacity.org]**Sent:** Tuesday, May 1, 2018 12:03 PM**To:** laurie@palisadesbid.org; Rick Scott; Dennis Rader**Subject:** Fwd: Palisades Village Center / Notice of Assessment - Pacific Palisades NBID

Good morning Laurie,

I have been contacted by Alice Maxwell regarding the documents she attached.

One of the documents is the same one you sent us in your separate email.

This is only a copy of the Tax Rolls submitted to the County for billing when the BID began.

It is in no way a bill.

The annual property tax info statement is absolutely a bill from the County.

I informed the Ms. Maxwell that she should contact the LA County Tax Assessor to see if anything is owed on the property. If the 2016 tax bill wasn't paid, then there could be a lien on the property.

Also, the Pacific Palisades assessment on the property is entered by the County as a lien, but it's not a cash lien on the property. It's entered as such to let any potential buyer know that there is an assessment owed yearly on the property for the life of the BID.

I hope this helps.

Thank you

----- Forwarded message -----

From: **Jose Flores** <jose.flores@lacity.org>

5/25/2018

City of Los Angeles Mail - RE: Palisades Village Center / Notice of Assessment - Pacific Palisades NBID

Date: Tue, May 1, 2018 at 9:46 AM

Subject: Re: Palisades Village Center / Notice of Assessment - Pacific Palisades NBID

To: Alice Maxwell <Alice@sandstoneproperties.com>

Cc: Lameisha Shull <lameisha.shull@lacity.org>

Good morning Ms. Maxwell,

Attachment 1 is a copy of the County Tax Rolls.

That document is submitted when a new or renewing Business Improvement District is being placed of the County Tax Rolls for assessment billing.

Escrow companies submit them to our office when a property is being sold or refinanced.

It's not a bill.

The two stubs at the bottom of the Annual Property Tax Info Statement however, do require payment.

If the 2016 taxes have not been paid, then there could be a lien on the property.

Please contact the LA County Tax Assessor (213) 974-3211 in order to find out if anything is owed.

Thank you

On Tue, May 1, 2018 at 9:23 AM, Alice Maxwell <Alice@sandstoneproperties.com> wrote:

Hello Jose,

We are the property manager for an office building located on Alma Real Drive in Pacific Palisades. We received the attached Notice of Assessment and are trying to obtain information to determine if there is a lien on the subject property.

Thank you.

Alice Maxwell

Office: (310) 393-9000 ext. 127 | Fax: (310) 943-4388

alice@sandstoneproperties.com



10877 Wilshire Blvd., Suite 1105

5/25/2018

City of Los Angeles Mail - RE: Palisades Village Center / Notice of Assessment - Pacific Palisades NBID

Los Angeles, CA 90024

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Jose Flores
Principal Clerk
Special Assessments Section
(213)978-1126

--

Jose Flores
Principal Clerk
Special Assessments Section
(213)978-1126



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Eugene Van Cise <eugene.vancise@lacity.org>

2016 2nd Quarter Report & Newsletter

1 message

Eugene Van Cise <eugene.vancise@lacity.org>
To: "Shahenian, Nicole" <nicole@hollywoodchamber.net>

Fri, Sep 16, 2016 at 9:17 AM

Nicole,

This email is a reminder that we have not received the East Hollywood BID's 2nd quarter report and newsletter, which were due on July 31st. You may email these items to me. I don't need a hard copy.

Eugene Van Cise
Management Analyst II
Office of the City Clerk
[213-978-1315](tel:213-978-1315)



Eugene Van Cise <eugene.vancise@lacity.org>

East Hollywood BID - 2nd Quarter Report

1 message

Shahenian, Nicole <Nicole@hollywoodchamber.net>
To: Eugene Van Cise <eugene.vancise@lacity.org>

Wed, Oct 26, 2016 at 2:26 PM

Please find the attached copy of the EHBID Second quarter Report. A hard copy has been sent via US mail.

Thanks!

Warmest Regards,

Nicole Shahenian



do you really need to print this out?



Nicole Janelle Shahenian
Vice President, Public Policy



7018 Hollywood Blvd.	Promoting Hollywood
Hollywood, CA 90028	Assisting the Community
Tel: 323 469 8311 ext. 28	Creating a Strong Economy
Direct: 323 785-1762	Political & Legislative Action
Fax: 323 469 2805	Networking & Promoting Your Business

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Eugene Van Cise <eugene.vancise@lacity.org>

East Hollywood BID - 4th Quarter Report1 message

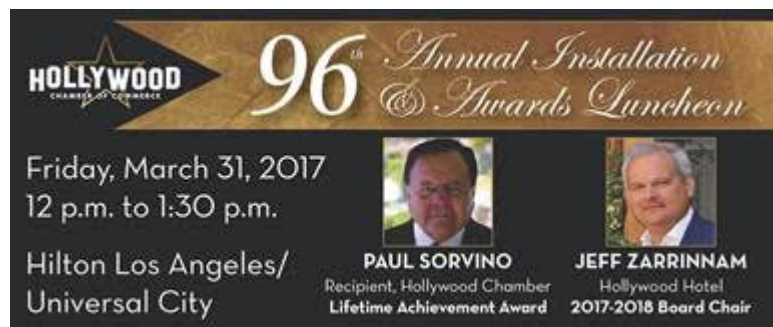
Shahenian, Nicole <Nicole@hollywoodchamber.net>
To: Eugene Van Cise <eugene.vancise@lacity.org>

Mon, Mar 27, 2017 at 2:38 PM

Eugene-

Please find the attached East Hollywood BID 4th Quarter Report for 2016. A hard copy has been sent via US mail.

Warmest Regards,

[Have you RSVP'd for the Chamber's Installation Luncheon yet?](#)**Nicole J. Shahenian**

Vice President, Government Relations

Hollywood Chamber of Commerce

6255 Sunset Blvd, Ste 150, Hollywood, CA 90028

323-469-8311 ext. 28| Nicole@hollywoodchamber.netwww.hollywoodchamber.net | www.walkoffame.com

2016 4th Quarter Report.pdf
812K



Eugene Van Cise <eugene.vancise@lacity.org>

East Hollywood BID 3rd Quarter Report

1 message

Shahenian, Nicole <Nicole@hollywoodchamber.net>
To: Eugene Van Cise <eugene.vancise@lacity.org>

Mon, Nov 7, 2016 at 10:35 AM

Please find the attached 3rd Quarter Report for the East Hollywood BID. A hard copy has been sent via US mail.

Warmest Regards,

A handwritten signature in black ink that reads "Nicole Shahenian".



Nicole Janelle Shahenian
Vice President, Public Policy



7018 Hollywood Blvd.
Hollywood, CA 90028
Tel: 323 469 8311 ext. 28
Direct: 323 785-1762
Fax: 323 469 2805

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Eugene Van Cise <eugene.vancise@lacity.org>

East Hollywood BID Invoices

1 message

Eugene Van Cise <eugene.vancise@lacity.org>
To: "Shahenian, Nicole" <nicole@hollywoodchamber.net>

Mon, Mar 20, 2017 at 10:09 AM

Nicole,

I have invoices totaling \$137,426.10. Our records indicate that we have not received the 2016 4th quarter report or the newsletters for the 2nd, 3rd and 4th quarters of 2016. You may email these items to me. I don't need a hard copy.

Eugene Van Cise
Management Analyst II
Office of the City Clerk
[213-978-1315](tel:213-978-1315)



Eugene Van Cise <eugene.vancise@lacity.org>

East Hollywood BID Invoices.

8 messages

Eugene Van Cise <eugene.vancise@lacity.org>
To: "Shahenian, Nicole" <nicole@hollywoodchamber.net>

Tue, May 10, 2016 at 7:36 AM

Nicole,

I have invoices for \$387.30, \$72,291.74 and 146,852.71. Miranda has rejected payment because of our records indicate that we have not received the following newsletters:

2012: All 4 quarters.
2013: All 4 quarters.
2014: 1st & 2nd quarters.
2015: All 4 quarters.
2016: 1st quarter.

If you have these available, you may email them to me.

Please contact me if you should have any questions.

Eugene Van Cise
Management Analyst II
Office of the City Clerk
[213-978-1315](tel:213-978-1315)

Shahenian, Nicole <Nicole@hollywoodchamber.net>
To: Eugene Van Cise <eugene.vancise@lacity.org>

Tue, May 10, 2016 at 10:59 AM

Eugene-

Here is the 2016 1st Quarter BID News. It was mailed out last week so you should also be getting a hard copy shortly.

I will compile what I have of the others and send to you this afternoon. I am skeptical of being able to find all of the 2012 ones. That was the year I was on medical leave and I am not sure what happened while I was out. I will let you know what I find! But in the event that I can't locate them, how do I proceed?

-Nicole

From: Eugene Van Cise [<mailto:eugene.vancise@lacity.org>]
Sent: Tuesday, May 10, 2016 7:37 AM
To: Shahenian, Nicole <Nicole@hollywoodchamber.net>
Subject: East Hollywood BID Invoices.

[Quoted text hidden]



201601BIDnews- 1st Quarter.pdf
200K

Eugene Van Cise <eugene.vancise@lacity.org>
To: "Shahenian, Nicole" <Nicole@hollywoodchamber.net>

Tue, May 10, 2016 at 12:33 PM

Nicole,

Give me what you have and I'll explain 2012 to Miranda.

Eugene
[Quoted text hidden]

Shahenian, Nicole <Nicole@hollywoodchamber.net>
To: Eugene Van Cise <eugene.vancise@lacity.org>

Fri, May 20, 2016 at 11:21 AM

Eugene-

I have been researching what has happened with our BIDNews issues that you are missing. Clearly, I have not been doing a good enough job keeping up on this. I apologize. By way of explanation I can only say that it seems we feel behind at the end of 2012 and beginning of 2013 when I was on medical leave and have not caught up properly since. For several of the issues it appears we covered happenings of multiple quarters in one newsletter. There are several that we are missing all together.

There are a few newsletters that you didn't have amongst your list. I have attached above. I am not sure what to do about the quarters that we did not publish the newsletter, they date back many years. Should I go back and try and recreate? Any advice on how to proceed would be greatly appreciated. I am so sorry for this.

As you know, the EHBID is very small and operates without any dedicated support staff. Having an already full plate with my Hollywood Chamber duties, I admittedly have let things fall too far behind. I just didn't realize how far. I am a bit surprised that I have not had outreach from your office prior to this about the missing items. It may have been easier to address if we had caught this back in 2013 when the problems first started occurring... Regardless, I am eager to get this resolved. Please let me know what you recommend.

Additionally, I can assure you that going forward this will not happen again. I have made some internal changes to elevate the priority of getting the newsletter out on time and in your hands by each quarter's deadline.

With regards to the items you are missing, I have attached what I could find above.

For 2012: it looks like we sent out a single newsletter covering the activities of the both the 1st and 2rd Quarters. We are missing the 3rd and 4th. (This is when I was on disability leave).

2013: it appears that we sent out a single newsletter covering the activities of the both the 2nd and 3rd Quarters. We are missing the 1st Quarter. (This is when I was on disability leave)

2014: The first quarter newsletter covers activities from the 2013 4th quarter as well as the 2014 1st Quarter. We also published a 2nd quarter report. We are missing the 3rd and 4th quarter.

2015: We sent out a 4th quarter 2015 issue (attached) but are missing Quarters 1-3.

2016: The 2016 1st quarter report is attached. And you will be receiving the 2nd Quarter report on time in July.

Again, I am so sorry for the inconvenience of all of this. Please let me know what steps you would like me to take to resolve. I can be reached on my cell phone at 323-472-3222.

I look forward to hearing from you.

-Nicole

From: Eugene Van Cise [mailto:eugene.vancise@lacity.org]

Sent: Tuesday, May 10, 2016 12:33 PM

To: Shahrenian, Nicole <Nicole@hollywoodchamber.net>

Subject: Re: East Hollywood BID Invoices.

[Quoted text hidden]

5 attachments



201207BIDnews.pdf
58K



201309BIDnews.pdf
164K



201406BIDnews.pdf
191K



201409BIDnews.pdf
193K



201509BIDnews.pdf
277K

Eugene Van Cise <eugene.vancise@lacity.org>
To: "Shahrenian, Nicole" <Nicole@hollywoodchamber.net>

Mon, May 23, 2016 at 10:00 AM

Nicole,

The 2016 1st quarter report is not attached.

Eugene

[Quoted text hidden]

Shahrenian, Nicole <Nicole@hollywoodchamber.net>
To: Eugene Van Cise <eugene.vancise@lacity.org>

Mon, May 23, 2016 at 11:20 AM

So sorry about that! Here you go. I have also asked our communications person to begin labeling with Q1 instead of by season so that it will hopefully be a little less confusing going forward.

-Nicole

From: Eugene Van Cise [mailto:eugene.vancise@lacity.org]

Sent: Monday, May 23, 2016 10:01 AM

To: Shahrenian, Nicole <Nicole@hollywoodchamber.net>

5/22/2018

City of Los Angeles Mail - East Hollywood BID Invoices.

[Quoted text hidden]

[Quoted text hidden]



201601BIDnews- 1st Quarter.pdf
200K

Eugene Van Cise <eugene.vancise@lacity.org>
To: "Shahenian, Nicole" <Nicole@hollywoodchamber.net>

Mon, May 23, 2016 at 11:30 AM

Nicole,

I have this newsletter. Your previous email stated that the 2016 1st quarter **report** was attached.

Eugene

[Quoted text hidden]

Shahenian, Nicole <Nicole@hollywoodchamber.net>
To: Eugene Van Cise <eugene.vancise@lacity.org>

Mon, May 23, 2016 at 1:39 PM

So sorry for the confusion. Attached now. A hard copy is in the mail as well.

-Nicole

From: Eugene Van Cise [mailto:eugene.vancise@lacity.org]
Sent: Monday, May 23, 2016 11:31 AM

[Quoted text hidden]

[Quoted text hidden]



2016 First Quarter Report.pdf
180K



Eugene Van Cise <eugene.vancise@lacity.org>

EHBID 4th Quarter Report

1 message

Shahenian, Nicole <Nicole@hollywoodchamber.net>
To: Eugene Van Cise <eugene.vancise@lacity.org>

Fri, Apr 8, 2016 at 5:57 PM

Hi Eugene! Hope all is well. In compiling documents for our annual accounting review I noticed that I neglected to complete our 4th Quarter Report for 2015. I am so sorry for the delay!

It is attached and a hard copy has been sent via US Mail.

Thanks so much!

Warmest Regards,

Nicole Shahenian



Nicole Janelle Shahenian
Vice President, Public Policy



7018 Hollywood Blvd.
Hollywood, CA 90028
Tel: 323 469 8311 ext. 28
Direct: 323 785-1762
Fax: 323 469 2805

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HOLLYWOOD
CHAMBER OF COMMERCE
PREMIER INVESTORS CLUB

The Hollywood Chamber of Commerce deeply appreciates the support of our largest member investors, the Premier Investors Club for their help in furthering the Chamber's advocacy agenda.

PLATINUM LEVEL



GOLD LEVEL



SILVER LEVEL



BRONZE LEVEL





2015 4th QTR Report.pdf
177K

https://mail.google.com/mail/u/0/?ui=2&ik=36a6ec12e9&jsver=GAFHaMvshdw.en.&cbl=gmail_fe_180506.06_p7&view=pt&q=nicole%40hollywoodchamber.net&qs=tru



Eugene Van Cise <eugene.vancise@lacity.org>

EHBID Remittance Request - Invoice No. 2015-04

1 message

Shahenian, Nicole <Nicole@hollywoodchamber.net>

Fri, Apr 15, 2016 at 12:15 PM

To: Ellen Yuan <ellen.yuan@lacity.org>

Cc: Eugene Van Cise <eugene.vancise@lacity.org>

Please find the attached request for reimbursement from the East Hollywood BID. A hard copy has been sent via US Mail.

Thanks so much!

-Nicole

Warmest Regards,

Nicole Shahenian



Nicole Janelle Shahenian

Vice President, Public Policy



7018 Hollywood Blvd.
Hollywood, CA 90028
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 HOLLYWOOD CHAMBER OF COMMERCE PREMIER INVESTORS CLUB <p>The Hollywood Chamber of Commerce deeply appreciates the support of our largest member investors, the Premier Investors Club for their help in furthering the Chamber's advocacy agenda.</p>	<p>PLATINUM LEVEL</p> <div> </div> <p>GOLD LEVEL</p> <div> </div>
<p>SILVER LEVEL</p> <div> </div>	
<p>BRONZE LEVEL</p> <div> </div>	

04.15.16 - County Remittance Invoice no. 2015-04.pdf
370K



Eugene Van Cise <eugene.vancise@lacity.org>

EHBID Remittance Request - Invoice No. 2015-05

1 message

Shahenian, Nicole <Nicole@hollywoodchamber.net>

Fri, Apr 15, 2016 at 1:05 PM

To: Ellen Yuan <ellen.yuan@lacity.org>, Eugene Van Cise <eugene.vancise@lacity.org>

Please find the attached request for reimbursement from the East Hollywood BID for interest received 7/1/15-9/30/15. A hard copy has been sent via US Mail.

Thanks so much!

-Nicole

Warmest Regards,

A handwritten signature in black ink that reads "Nicole Shahenian".



do you really need to print this out?

**Nicole Janelle Shahenian**

Vice President, Public Policy



7018 Hollywood Blvd.
Hollywood, CA 90028
Tel: 323 469 8311 ext. 28
Direct: 323 785-1762
Fax: 323 469 2805

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 HOLLYWOOD CHAMBER OF COMMERCE PREMIER INVESTORS CLUB The Hollywood Chamber of Commerce deeply appreciates the support of our largest member investors, the Premier Investors Club for their help in furthering the Chamber's advocacy agenda.	PLATINUM LEVEL VARIETY HOLLYWOOD MUSEUM IN THE HISTORIC MAX FACTOR BUILDING GOLD LEVEL Millennium Hollywood SheppardMullin
SILVER LEVEL 	
BRONZE LEVEL 	



04.15.16 - County Remittance Invoice no. 2015-05.pdf
104K



Eugene Van Cise <eugene.vancise@lacity.org>

EHBID Remittance Request - Invoice No. 2016-01

1 message

Shahenian, Nicole <Nicole@hollywoodchamber.net>

Mon, Apr 18, 2016 at 9:00 AM

To: Ellen Yuan <ellen.yuan@lacity.org>, Eugene Van Cise <eugene.vancise@lacity.org>

Please find the attached request for reimbursement from the East Hollywood BID for January-March 2016. A hard copy has been sent via US Mail.

Thanks so much!

-Nicole

Warmest Regards,

A handwritten signature in black ink that reads "Nicole Shahenian".



do you really need to print this out?

**Nicole Janelle Shahenian**

Vice President, Public Policy



7018 Hollywood Blvd.
Hollywood, CA 90028
Tel: 323 469 8311 ext. 28
Direct: 323 785-1762
Fax: 323 469 2805

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<p>HOLLYWOOD CHAMBER OF COMMERCE PREMIER INVESTORS CLUB</p> <p>The Hollywood Chamber of Commerce deeply appreciates the support of our largest member investors, the Premier Investors Club for their help in furthering the Chamber's advocacy agenda.</p>	<p>PLATINUM LEVEL</p> <div> </div> <p>GOLD LEVEL</p> <div> </div>
<p>SILVER LEVEL</p> <div> </div>	
<p>BRONZE LEVEL</p> <div> </div>	



04.18.16 Remittance Request- Invoice No. 2016-01.pdf
334K



Eugene Van Cise <eugene.vancise@lacity.org>

Reminder: 2017 Assessment Data Due 6/1/16

1 message

Eugene Van Cise <eugene.vancise@lacity.org>
To: "Shahenian, Nicole" <nicole@hollywoodchamber.net>

Tue, May 31, 2016 at 3:28 PM

Nicole,

Please see attachments.

Eugene Van Cise
Management Analyst II
Office of the City Clerk
[213-978-1315](tel:213-978-1315)

2 attachments



2016 Assessment Letter.doc
158K



County Submittal Template 2016.xlsx
13K



Eugene Van Cise <eugene.vancise@lacity.org>

Reminder: 2018 Assessment Data Due 6/1/17

1 message

Eugene Van Cise <eugene.vancise@lacity.org>
To: "Shahenian, Nicole" <nicole@hollywoodchamber.net>

Tue, May 30, 2017 at 12:11 PM

Nicole,

Please see attachments.

Eugene Van Cise

Management Analyst II

Office of the City Clerk

[\(213\) 978-1315](tel:(213)978-1315)

2 attachments



2018 Assessment Letter.doc

158K



County Submittal Template 2018.xlsx

13K



Eugene Van Cise <eugene.vancise@lacity.org>

Reminder: Annual Planning Report Due

1 message

Eugene Van Cise <eugene.vancise@lacity.org>
To: "Shahenian, Nicole" <nicole@hollywoodchamber.net>

Mon, Nov 28, 2016 at 10:34 AM

Nicole,

This email is a reminder that the 2017 Annual Planning Report for the East Hollywood BID is due on December 1, 2016.

Annual Planning Reports are now submitted online. A link to the online portal was sent to you on October 26th. The process is fairly straightforward and I am available to answer any questions you may have.

Eugene Van Cise
Management Analyst II
Office of the City Clerk
[213-978-1315](tel:213-978-1315)



Eugene Van Cise <eugene.vancise@lacity.org>

Reminder: Annual Planning Report Past Due

1 message

Eugene Van Cise <eugene.vancise@lacity.org>
To: "Shahenian, Nicole" <nicole@hollywoodchamber.net>

Wed, Dec 14, 2016 at 2:26 PM

Nicole,

This email is a reminder that the 2017 Annual Planning Report for the East Hollywood BID was due on December 1, 2016.

Annual Planning Reports are now submitted online. A link to the online portal was sent to you on October 26th. The process is fairly straightforward and I am available to answer any questions you may have.

Eugene Van Cise
Management Analyst II
Office of the City Clerk
[213-978-1315](tel:213-978-1315)



Eugene Van Cise <eugene.vancise@lacity.org>

Reminder: Annual Planning Report Past Due

1 message

Eugene Van Cise <eugene.vancise@lacity.org>
To: "Shahenian, Nicole" <nicole@hollywoodchamber.net>
Cc: "Ieron@hollywoodchamber.net" <leron@hollywoodchamber.net>

Tue, Jan 3, 2017 at 11:25 AM

Nicole,

This email is a reminder that the 2017 Annual Planning Report for the East Hollywood BID was due on December 1, 2016.

Annual Planning Reports are now submitted online. A link to the online portal was sent to you on October 26th. The process is fairly straightforward and I am available to answer any questions you may have.

Eugene Van Cise
Management Analyst II
Office of the City Clerk
[213-978-1315](tel:213-978-1315)



Eugene Van Cise <eugene.vancise@lacity.org>

Reminder: Annual Planning Report Past Due

1 message

Eugene Van Cise <eugene.vancise@lacity.org>

Tue, Jan 10, 2017 at 3:05 PM

To: "Shahenian, Nicole" <nicole@hollywoodchamber.net>, "Ieron@hollywoodchamber.net" <leron@hollywoodchamber.net>

Nicole,

This email is a reminder that the 2017 Annual Planning Report for the East Hollywood BID was due on December 1, 2016.

Annual Planning Reports are now submitted online. A link to the online portal was sent to you on October 26th. The process is fairly straightforward and I am available to answer any questions you may have.

Eugene Van Cise
Management Analyst II
Office of the City Clerk
[213-978-1315](tel:213-978-1315)



Eugene Van Cise <eugene.vancise@lacity.org>

Reminder: Annual Planning Report Past Due

2 messages

Eugene Van Cise <eugene.vancise@lacity.org>

Wed, Jan 25, 2017 at 8:39 AM

To: "Shahenian, Nicole" <nicole@hollywoodchamber.net>, "Leron@hollywoodchamber.net" <leron@hollywoodchamber.net>

Nicole,

This email is a reminder that the 2017 Annual Planning Report for the East Hollywood BID was due on December 1, 2016.

Annual Planning Reports are now submitted online. A link to the online portal was sent to you on October 26th. The process is fairly straightforward and I am available to answer any questions you may have.

Eugene Van Cise
Management Analyst II
Office of the City Clerk
[213-978-1315](tel:213-978-1315)

Shahenian, Nicole <Nicole@hollywoodchamber.net>

Wed, Jan 25, 2017 at 9:42 AM

To: Eugene Van Cise <eugene.vancise@lacity.org>, "Gubler, Leron" <Leron@hollywoodchamber.net>

Thanks Eugene! I am working on this today and will have it submitted no later than tomorrow. I am still playing catch up from our recent move but assure you this is my top priority for the day!

-Nicole

From: Eugene Van Cise [mailto:eugene.vancise@lacity.org]

Sent: Wednesday, January 25, 2017 8:40 AM

To: Shahenian, Nicole <Nicole@hollywoodchamber.net>; Gubler, Leron <Leron@hollywoodchamber.net>

Subject: Reminder: Annual Planning Report Past Due

[Quoted text hidden]



Eugene Van Cise <eugene.vancise@lacity.org>

Suggestions on Vendor for Trashcan Signage?

1 message

Shahenian, Nicole <Nicole@hollywoodchamber.net>

Tue, Aug 16, 2016 at 6:58 AM

To: Gina T <gtrechter@civitasadvisors.com>, Aaron Aulenta <aaron@urbanplaceconsulting.com>, Andrew Thomas <Andrew@westwoodvillagedistrict.com>, Blair Besten <blair@historiccore.bid>, Danielle Condit <danielle@thescbd.com>, Donald Duckworth <duckworth.donald@gmail.com>, Duke Dulgarian <duke@scoreproperties.com>, Gary Russell <gary@wilshirecenter.com>, Jeff Chodorow <jchodorow@downtownla.com>, Jessica Lall <jessica@southpark.la>, Jim Omahen <jim@mediadistrict.org>, John Walker <john@thescbd.com>, "Joseph Mariani Jr." <joe@hollywoodbid.org>, Josh Kreger <josh@southpark.la>, "juliannakf@gmail.com" <juliannakf@gmail.com>, Kent Smith <kent@fashiondistrict.org>, Kerry Morrison <Kerry@hollywoodbid.org>, Laura Hill <laura@southpark.la>, Laurie Sale <rehabitat@gmail.com>, Leslie Elkan <leslie_elkan@yahoo.com>, Leslie Elkan <leslie.elkan@gmail.com>, Leslie Elkan <leslie@villageatshermanoaks.com>, "marcie@marcieps.com" <marcie@marcieps.com>, Marie Rumsey <MRumsey@ccala.org>, Media District <lisa@mediadistrict.org>, Miguel Vargas <miguel@artsdistrictla.org>, Misty Iwatsu <mistyl@aol.com>, Neil Tanouye <ntanouye@latourism.org>, Nick Griffin <NGriffin@downtownla.com>, Noah Strouse <noah@historiccore.bid>, Patti MacJennett <pmacjennett@latourism.org>, Raquel Beard <rbeard@centralcityeast.org>, Rena Leddy <rena@fashiondistrict.org>, San Pedro Historic Waterfront PBID <lparker@sanpedrobid.com>, Shirley Zawadzki <shirley@newcityamerica.com>, Steve Gibson <steve@urbanplaceconsulting.com>, Susan Levi <susanlevi@labids.org>, Suzanne Holley <SHolley@downtownla.com>, Tara Devine <tara@devine-strategies.com>, Vicki Nussbaum <vicki@villageatshermanoaks.com>, wilmingtongchamber <wilmingtongchamber@wilmington-chamber.com>, Wilshire Center <mike@wilshirecenter.com>, "jasmine@fashiondistrict.org" <jasmine@fashiondistrict.org>, Aimiuwu Imudias <imiudase.aimiuwu@ladwp.com>, Amy Luke <amyl@dlba.org>, Ana Tapia <atapia@coalitionrcd.org>, Andrew Thomas <andrew@thewestwoodvillage.com>, Andy Pham <APham@sanpedrobid.com>, Anne Osman <anneosman2@gmail.com>, Ariana Gomez <ariana@fashiondistrict.org>, Barbara Romero <barbara.romero@lacity.org>, Brenda Shockley <bshock8402@aol.com>, Brian Miller <granadabid@gmail.com>, Brian Raboin <BRaboin@downtownla.com>, Capri Maddox <capri.maddox@lacity.org>, Carol Schatz <cschatz@downtownla.com>, Cesar DeLa Cruz <cesar@agora2000.net>, Chris Serrano <serranochilipepper@yahoo.com>, Dan Hoffman <info@wilmington-chamber.com>, Darin French <darin@lani.org>, Davilos Malila <malila@silverkingusa.com>, Devin Strecker <devin@hollywoodbid.org>, Ellen Endo <board@visittokyo.com>, Ellen Engelke <emengelke@aol.com>, Eugene Van Cise <eugene.vancise@lacity.org>, Frank Aguirre <frank.j.aguirre@lacity.org>, George Yu <geoyu28@aol.com>, Heather Boylston <heather@h-rpr.com>, Henna Sherzai <hsherzai@downtownla.com>, Hurtado Daniel <danielmhurtado@gmail.com>, Jackie Keene <Jackie.keene@lacity.org>, Jeff Zarrinam <jeff@hollywoodhotel.net>, Joanne Kumamoto <jkumamoto@aol.com>, "Jose A. Gonzalez" <jose@fashiondistrict.org>, Joseph ROuzan <joseph.rouzan@lacity.org>, Kathleen Rawson <Kathleen@downtownsm.com>, Kathy Delle Donne <kadedo@earthlink.net>, Katie Gibson <katie@urbanplaceconsulting.com>, Katie Keifer <katie@southpark.la>, Kraig Kojian <KraigK@dlba.org>, Laurie Hughes <lhughes@gatewaytola.org>, Laurie Sale <rehabitat@verizon.net>, Lori Moore <lmoore@sanpedrobid.com>, Marco Li Mandri <newcityamerica@aol.com>, Mary Paterson <mpaterson@canogaparkcal.com>, Matt Severson <matthew@hollywoodbid.org>, Matt Szabo <matt.szabo@lacity.org>, Miranda Paster <miranda.paster@lacity.org>, Monica Carlos <monica@lani.org>, Monica Rodriguez <monica.rodriguez@lacity.org>, "Shahenian, Nicole" <Nicole@hollywoodchamber.net>, Norma Fernandez <norma@lani.org>, Paul Racs <paul.racs@lacity.org>, Rana Ghadban <exec@chatsworthchamber.com>, Rebecca Draper <rebecca@lani.org>, Ron Lorenzen <ron.lorenzen@lacity.org>, Rosemary Hinkson <rosemary.hinkson@lacity.org>, Salyna Cun <salyna.cun@lacity.org>, Sara Bilger <sbilger@centurycitybid.com>, Seth Polen <s.spolen@gmail.com>, Stef Dietrich <sdietrich@latourism.org>, Stephen Robbins <srobbins@sanpedrobid.com>, Susan Levi <susan@labids.org>, Sylvia Bianchi <executivedirector@downtownculvercity.com>, Taneda Larios <taneda.larios@lacity.org>, Thomas Kneafsey <tom@metropolitanholding.com>, Tim Byk <timbyk@yahoo.com>, Todd Steadmen <steadman@thesunsetstrip.com>, Grant Sunoo <gsunoo@coalitionrcd.org>, Bowers Sons Cleaners Bowers Sons Cleaners <bowerssons@sbcglobal.net>, Jonathan Zeichner <jonathan@apch.org>, "pamela.perez@lacity.org" <pamela.perez@lacity.org>, Rebecca Hutchinson <rebecca@h-rpr.com>

Dear all:

The East Hollywood BID will be investing in new trashcans for our District. We would like to brand them with metal signage. Do any of you have recommendations on vendors who can create the branded signs for us?

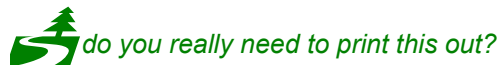
5/22/2018

City of Los Angeles Mail - Suggestions on Vendor for Trashcan Signage?

Any advice would be greatly appreciated!

Warmest Regards,

Nicole Shahanian



Nicole Janelle Shahanian
Vice President, Public Policy



7018 Hollywood Blvd.
Hollywood, CA 90028
Tel: 323 469 8311 ext. 28
Direct: 323 785-1762
Fax: 323 469 2805

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April 15, 2016

INVOICE NO. 2015-04

EHBID Request for Reimbursement

\$72,291.74

Ms. Ellen Yuan

Accounts Payable
Office of the City Clerk
200 N. Spring St.
Room 224
Los Angeles, CA 90012

East Hollywood Business Improvement District

7018 Hollywood Blvd.
Hollywood, CA 90028
Account No. 18880

As outlined in the agreement between the City of Los Angeles and the Hollywood Chamber of Commerce in administration of the East Hollywood Property Business Improvement District (Account No. 18880), the EHBID is requesting payment of the items listed below:

DETAILS	DATE RECEIVED	REIMBURSEMENT TOTAL
County Remittance	4/22/15	\$45,648.53
Accrued Interest	1/1/15-3/31/15	\$597.83
County Remittance	5/22/15	\$23,801.11
County Remittance	7/22/15	\$1,509.81
Accrued Interest	4/1/15-6/30/15	\$734.46
Total		72,291.74

I certify that the payment requested will be expended in accordance with the provisions of the contract agreement C-119858 and as outlined in the District's Management Plan. I further certify that I represent a 501c(6) organization and am authorized to make this request on behalf of the organization.

PLEASE REMIT PAYMENT TO:
Nicole Shahanian, VP Public Policy
Hollywood Chamber of Commerce
7018 Hollywood Blvd.
Hollywood, CA 90028

Authorized Signature

X

Executive Director

EHBID.ORG

7018 Hollywood Blvd., Los Angeles, CA 90028 T (323)469-8311 F (323)469-2805 E info@EHBID.org

City of Los Angeles

CALIFORNIA



ERIC GARCETTI
MAYOR

HOLLY L. WOLCOTT
CITY CLERK

GREGORY R. ALLISON
EXECUTIVE OFFICER

OFFICE OF THE
CITY CLERK

NEIGHBORHOOD AND
BUSINESS IMPROVEMENT
DISTRICT DIVISION

200 N. SPRING STREET, ROOM 224
LOS ANGELES, CA 90012
TEL: (213) 978-1099
FAX: (213) 978-1130

MIRANDA PASTER
DIVISION MANAGER

FACSIMILE TRANSMISSION COVER SHEET

DATE: May 20, 2015

TO: Nicole Shahenian, Vice President

FAX NO. (323) 469-2805

FROM: Ellen Yuan, Accounts Payable

SUBJECT: BUSINESS IMPROVEMENT DISTRICT FUNDING

2 Number of pages, including this cover sheet

Sent from fax number: (213) 978-1130

To request a retransmission, please call: (213) 978-1099

District Name: EAST HOLLYWOOD

Account No.: 18880

County Remittance received on 4/22/15

45,648.53

Interest from 1/1/15 to 3/31/15

597.83

Available for Reimbursement

\$46,246.36

PRIVACY NOTICE

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**COUNTY OF LOS ANGELES - AUDITOR/CONTROLLER, TAX DIVISION
CITY REMITTANCE ADVICE SUMMARY**

FY 2014-2015

DATE OF REMITTANCE: April 20, 2015

ACCT.#	DESCRIPTION	TYPE	2014-2015	2014-2015
			PROPERTY TAX REVENUE	SECURED 85% ADVANCE
188.80	EAST HOLLYWOOD BID	1% D/S AIR TL	- 45,648.53 - 45,648.53	- 45,648.53 - 45,648.53

City of Los Angeles

CALIFORNIA



ERIC GARCETTI
MAYOR

OFFICE OF THE
CITY CLERK

NEIGHBORHOOD AND
BUSINESS IMPROVEMENT
DISTRICT DIVISION

200 N. SPRING STREET, ROOM 224
LOS ANGELES, CA 90012
TEL: (213) 978-1099
FAX: (213) 978-1130

MIRANDA PASTER
DIVISION MANAGER

HOLLY L. WOLCOTT
CITY CLERK

GREGORY R. ALLISON
EXECUTIVE OFFICER

FACSIMILE TRANSMISSION COVER SHEET

DATE: June 22, 2015

TO: Nicole Shahanian, Vice President

FAX NO. (323) 469-2805

FROM: Ellen Yuan, Accounts Payable

SUBJECT: BUSINESS IMPROVEMENT DISTRICT FUNDING

2 Number of pages, including this cover sheet

Sent from fax number: (213) 978-1130

To request a retransmission, please call: (213) 978-1099

District Name: EAST HOLLYWOOD

Account No.: 18880

County Remittance received on 5/22/15

23,801.11

Available for Reimbursement

\$23,801.11

PRIVACY NOTICE

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**COUNTY OF LOS ANGELES - AUDITOR/CONTROLLER, TAX DIVISION
CITY REMITTANCE ADVICE SUMMARY**

F/Y 2014-2015

DATE OF REMITTANCE: May 20, 2015

ACCT.#	DESCRIPTION	TYPE	2014-2015	2014-2015	2014-2015	2014-2015
			PROPERTY TAX REVENUE	SECURED 2ND PAID	REDMPT MST 3RD QTR TAX	REDMPT MST 3RD QTR PENALTY
188.80	EAST HOLLYWOOD BID	1% D/S AIR TL	- 23,801.11 - 23,801.11	- 23,098.03 - 23,098.03	- 672.80 - 672.80	- 30.28 - 30.28

City of Los Angeles

CALIFORNIA



ERIC GARCETTI
MAYOR

OFFICE OF THE
CITY CLERK

NEIGHBORHOOD AND
BUSINESS IMPROVEMENT
DISTRICT DIVISION

200 N. SPRING STREET, ROOM 224
LOS ANGELES, CA 90012
TEL: (213) 978-1099
FAX: (213) 978-1130

MIRANDA PASTER
DIVISION MANAGER

HOLLY L. WOLCOTT
CITY CLERK

GREGORY R. ALLISON
EXECUTIVE OFFICER

FACSIMILE TRANSMISSION COVER SHEET

DATE: July 16, 2015

TO: Nicole Shahanian, Vice President

FAX NO. (323) 469-2805

FROM: Ellen Yuan, Accounts Payable

SUBJECT: BUSINESS IMPROVEMENT DISTRICT FUNDING

() Number of pages, including this cover sheet

Sent from fax number: (213) 978-1130

To request a retransmission, please call: (213) 978-1099

District Name: EAST HOLLYWOOD

Account No.: 18880

County Remittance received on 6/22/15

0.00

Available for Reimbursement

\$0.00

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ERIC GARCETTI
MAYOR

HOLLY L. WOLCOTT
CITY CLERK

GREGORY R. ALLISON
EXECUTIVE OFFICER

OFFICE OF THE
CITY CLERK

NEIGHBORHOOD AND
BUSINESS IMPROVEMENT
DISTRICT DIVISION

200 N. SPRING STREET, ROOM 224
LOS ANGELES, CA 90012
TEL: (213) 978-1099
FAX: (213) 978-1130

MIRANDA PASTER
DIVISION MANAGER

FACSIMILE TRANSMISSION COVER SHEET

DATE: August 20, 2015
TO: Nicole Shahenian, Vice President
FROM: Ellen Yuan, Accounts Payable
SUBJECT: BUSINESS IMPROVEMENT DISTRICT FUNDING

FAX NO. (323) 469-2805

2 Number of pages, including this cover sheet

Sent from fax number: (213) 978-1130

To request a retransmission, please call: (213) 978-1099

District Name: EAST HOLLYWOOD

Account No.: 18880

County Remittance received on 7/22/15	1,509.81
Interest from 4/1/15 to 6/30/15	734.46
Available for Reimbursement	<u>\$2,244.27</u>

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**COUNTY OF LOS ANGELES - AUDITOR/CONTROLLER, TAX DIVISION
CITY REMITTANCE ADVICE SUMMARY**

F/Y 2014-2015

DATE OF REMITTANCE: July 20, 2015

ACCT.#	DESCRIPTION	TYPE	2014-2015 PROPERTY TAX REVENUE	2014-2015 SECURED 3RD PAID
188.80	EAST HOLLYWOOD BID	1% D/S AIR TL	- 1,509.81 - 1,509.81	- 1,509.81 - 1,509.81

City of Los Angeles

CALIFORNIA



ERIC GARCETTI
MAYOR

OFFICE OF THE
CITY CLERK

NEIGHBORHOOD AND
BUSINESS IMPROVEMENT
DISTRICT DIVISION

200 N. SPRING STREET, ROOM 224
LOS ANGELES, CA 90012
TEL: (213) 978-1099
FAX: (213) 978-1130

MIRANDA PASTER
DIVISION MANAGER

HOLLY L. WOLCOTT
CITY CLERK

GREGORY R. ALLISON
EXECUTIVE OFFICER

FACSIMILE TRANSMISSION COVER SHEET

DATE: Sept 21, 2015

TO: Nicole Shahanian, Vice President

FAX NO. (323) 469-2805

FROM: Ellen Yuan, Accounts Payable

SUBJECT: BUSINESS IMPROVEMENT DISTRICT FUNDING

1 Number of pages, including this cover sheet

Sent from fax number: (213) 978-1130

To request a retransmission, please call: (213) 978-1099

District Name: EAST HOLLYWOOD

Account No.: 18880

County Remittance received on 8/24/15

0.00

Available for Reimbursement

\$0.00

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City of Los Angeles

CALIFORNIA



ERIC GARCETTI
MAYOR

HOLLY L. WOLCOTT
CITY CLERK

GREGORY R. ALLISON
EXECUTIVE OFFICER

OFFICE OF THE
CITY CLERK

NEIGHBORHOOD AND
BUSINESS IMPROVEMENT
DISTRICT DIVISION

200 N. SPRING STREET, ROOM 224
LOS ANGELES, CA 90012
TEL: (213) 978-1099
FAX: (213) 978-1130

MIRANDA PASTER
DIVISION MANAGER

FACSIMILE TRANSMISSION COVER SHEET

DATE: October 20, 2015

TO: Nicole Shahanian, Vice President

FAX NO. (323) 469-2805

FROM: Ellen Yuan, Accounts Payable

SUBJECT: BUSINESS IMPROVEMENT DISTRICT FUNDING

1 Number of pages, including this cover sheet

Sent from fax number: (213) 978-1130

To request a retransmission, please call: (213) 978-1099

District Name: EAST HOLLYWOOD

Account No.: 18880

County Remittance received on 9/24/15

0.00

Available for Reimbursement

\$0.00

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April 15, 2016

INVOICE NO. 2015-05

EHBID Request for Reimbursement

\$387.30

Ms. Ellen Yuan

Accounts Payable
Office of the City Clerk
200 N. Spring St.
Room 224
Los Angeles, CA 90012

East Hollywood Business Improvement District

7018 Hollywood Blvd.
Hollywood, CA 90028
Account No. 18880

As outlined in the agreement between the City of Los Angeles and the Hollywood Chamber of Commerce in administration of the East Hollywood Property Business Improvement District (Account No. 18880), the EHBID is requesting payment of the items listed below:

DETAILS	DATE RECEIVED	REIMBURSEMENT TOTAL
Interest	7/1/15-9/30/15	\$387.30
Total		387.30

I certify that the payment requested will be expended in accordance with the provisions of the contract agreement C-119858 and as outlined in the District's Management Plan. I further certify that I represent a 501c(6) organization and am authorized to make this request on behalf of the organization.

PLEASE REMIT PAYMENT TO:
Nicole Shahanian, VP Public Policy
Hollywood Chamber of Commerce
7018 Hollywood Blvd.
Hollywood, CA 90028

Authorized Signature

X

Executive Director

EHBIDORG

7018 Hollywood Blvd., Los Angeles, CA 90028 T (323)469-8311 F (323)469-2805 E info@EHBID.org

City of Los Angeles

HOLLY L. WOLCOTT
CITY CLERK



ERIC GARCETTI
MAYOR

OFFICE OF THE
CITY CLERK

NEIGHBORHOOD AND
BUSINESS IMPROVEMENT
DISTRICT DIVISION

200 N. SPRING STREET, ROOM 224
LOS ANGELES, CA 90012
TEL: (213) 978-1099
FAX: (213) 978-1130

MIRANDA PASTER
DIVISION MANAGER

FACSIMILE TRANSMISSION COVER SHEET

DATE: November 23, 2015

TO: Nicole Shahanian, Vice President

FAX NO. (323) 469-2805

FROM: Ellen Yuan, Accounts Payable

SUBJECT: BUSINESS IMPROVEMENT DISTRICT FUNDING

1 Number of pages, including this cover sheet

Sent from fax number: (213) 978-1130

To request a retransmission, please call: (213) 978-1099

District Name: EAST HOLLYWOOD

Account No.: 18880

Interest from 7/1/15 to 9/30/15

387.30

Available for Reimbursement

\$387.30

PRIVACY NOTICE

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April 18, 2016

INVOICE NO. 2016-01

EHBID Request for Reimbursement

\$146,852.71

Ms. Ellen Yuan

Accounts Payable
Office of the City Clerk
200 N. Spring St.
Room 224
Los Angeles, CA 90012

East Hollywood Business Improvement District

7018 Hollywood Blvd.
Hollywood, CA 90028
Account No. 18880

As outlined in the agreement between the City of Los Angeles and the Hollywood Chamber of Commerce in administration of the East Hollywood Property Business Improvement District (Account No. 18880), the EHBID is requesting payment of the items listed below:

DETAILS	DATE RECEIVED	REIMBURSEMENT TOTAL
County Remittance (less 2016 recovery costs)	12/22/15	\$62,718.16
County Remittance	1/22/16	\$17,373.78
SAS collection	1/26/16	\$23,729.22
Accrued Interest	10/1/15-12/31/15	\$207.72
County Remittance	2/23/16	\$17,046.39
SAS collection	2/10/16	\$4,615.08
City Parcel Payment	2/12/2016	21,162.36
Total		146,852.71

I certify that the payment requested will be expended in accordance with the provisions of the contract agreement C-119858 and as outlined in the District's Management Plan. I further certify that I represent a 501c(6) organization and am authorized to make this request on behalf of the organization.

PLEASE REMIT PAYMENT TO:
Nicole Shahanian, VP Public Policy
Hollywood Chamber of Commerce
7018 Hollywood Blvd.
Hollywood, CA 90028

Authorized Signature

X

Nicole Shahanian

Executive Director

EHBID.ORG

7018 Hollywood Blvd., Los Angeles, CA 90028 T (323)469-8311 F (323)469-2805 E info@EHBID.org

City of Los Angeles

CALIFORNIA



ERIC GARCETTI
MAYOR

OFFICE OF THE
CITY CLERK

NEIGHBORHOOD AND
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DISTRICT DIVISION

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MIRANDA PASTER
DIVISION MANAGER

HOLLY L. WOLCOTT
CITY CLERK

GREGORY R. ALLISON
EXECUTIVE OFFICER

FACSIMILE TRANSMISSION COVER SHEET

DATE: Jan 21, 2016
TO: Nicole Shahanian, Vice President
FROM: Ellen Yuan, Accounts Payable
SUBJECT: BUSINESS IMPROVEMENT DISTRICT FUNDING

2 Number of pages, including this cover sheet
Sent from fax number: (213) 978-1130
To request a retransmission, please call: (213) 978-1099

District Name: EAST HOLLYWOOD

Account No.: 18880

County Remittance received on 12/22/15	69,415.49
Less Recovery Cost 2016	-6,697.33
Available for Reimbursement	<u>\$62,718.16</u>

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**COUNTY OF LOS ANGELES - AUDITOR/CONTROLLER, TAX DIVISION
CITY REMITTANCE ADVICE SUMMARY**

F/Y 2015-2016

DATE OF REMITTANCE: December 18, 2015

ACCT.#	DESCRIPTION	TYPE	2015-2016	2015-2016	2015-2016
			PROPERTY TAX	SECURED 40%	DIRECT ASSMT BILLING (TAX)
			REVENUE	ADVANCE	
188.80	EAST HOLLYWOOD BID	1% D/S AIR TL	- 69,415.49 -	- 69,495.13 -	- (79.64) -
			69,415.49	69,495.13	(79.64)

City of Los Angeles

HOLLY L. WOLCOTT
CITY CLERK



ERIC GARCETTI
MAYOR

OFFICE OF THE
CITY CLERK

NEIGHBORHOOD AND
BUSINESS IMPROVEMENT
DISTRICT DIVISION

200 N. SPRING STREET, ROOM 224
LOS ANGELES, CA 90012
TEL: (213) 978-1099
FAX: (213) 978-1130

MIRANDA PASTER
DIVISION MANAGER

FACSIMILE TRANSMISSION COVER SHEET

DATE: February 19, 2016

TO: Nicole Shahanian, Vice President

FAX NO. (323) 469-2805

FROM: Ellen Yuan, Accounts Payable

SUBJECT: BUSINESS IMPROVEMENT DISTRICT FUNDING

3 Number of pages, including this cover sheet

Sent from fax number: (213) 978-1130

To request a retransmission, please call: (213) 978-1099

District Name: EAST HOLLYWOOD

Account No.: 18880

County Remittance received on 1/22/16	17,373.78
SAS collection received on 1/26/16	23,729.22
Intereset from 10/1/15 to 12/31/15	207.72
Available for Reimbursement	<u>\$41,310.72</u>

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**COUNTY OF LOS ANGELES - AUDITOR/CONTROLLER, TAX DIVISION
CITY REMITTANCE ADVICE SUMMARY**

F/Y 2015-2016

DATE OF REMITTANCE: January 20, 2016

ACCT.#	DESCRIPTION	TYPE	2015-2016	2015-2016
			PROPERTY TAX REVENUE	SECURED 10% ADVANCE
188.80	EAST HOLLYWOOD BID	1% D/S AIR TL	- 17,373.78 - 17,373.78	- 17,373.78 - 17,373.78

	FMS Account	Invoice #	Amount	Invoice Date	Date Paid	Amt. Paid	JV/CRE #	JV/CRE DATE	CHECK #	REC'D
Legal Owner	Parcel Number									
LA Community College District	5538-023-905	14EHG2	\$20,034.51	1/7/2016	1/25/2016	\$20,034.51	20160126181700049	1/26/2016	1226146	5252
LA Community College District	5539-016-901	14EHG2	\$3,694.71	1/7/2016	1/25/2016	\$3,694.71	20160126181700049	1/26/2016	1226146	5252
			\$23,729.22			\$23,729.22				

		FMS Account #	Invoice #	Amount	Invoice Date	Date Paid	Amt. Paid	JV/CRE #	JV/CRE DATE	CHECK #	REC'D
Legal Owner	Parcel Number										
LA Community College District	5538-023-905	14EHG2	EHG16000001	\$20,034.51	1/7/2016	1/25/2016	\$20,034.51	20160126181700049	1/26/2016	1226146	5252
LA Community College District	5539-016-901	14EHG2	EHG16000001	\$3,694.71	1/7/2016	1/25/2016	\$3,694.71	20160126181700049	1/26/2016	1226146	5252
				\$23,729.22			\$23,729.22				

City of Los Angeles

HOLLY L. WOLCOTT
CITY CLERK



ERIC GARCETTI
MAYOR

OFFICE OF THE
CITY CLERK

NEIGHBORHOOD AND
BUSINESS IMPROVEMENT
DISTRICT DIVISION

200 N. SPRING STREET, ROOM 224
LOS ANGELES, CA 90012
TEL: (213) 978-1099
FAX: (213) 978-1130

MIRANDA PASTER
DIVISION MANAGER

FACSIMILE TRANSMISSION COVER SHEET

DATE: March 18, 2016
TO: Nicole Shahanian, Vice President
FROM: Ellen Yuan, Accounts Payable
SUBJECT: BUSINESS IMPROVEMENT DISTRICT FUNDING

3 Number of pages, including this cover sheet

Sent from fax number: (213) 978-1130

To request a retransmission, please call: (213) 978-1099

District Name: EAST HOLLYWOOD

Account No.: 18880

County Remittance received on 2/23/16	17,046.39
SAS collection received on 2/10/16	4,615.08
City Parcel Payments received on 2/12/16	21,162.36
Available for Reimbursement	<u>\$42,823.83</u>

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**COUNTY OF LOS ANGELES - AUDITOR/CONTROLLER, TAX DIVISION
CITY REMITTANCE ADVICE SUMMARY
F/Y 2015-2016**

DATE OF REMITTANCE: February 19, 2016

ACCT.#	DESCRIPTION	TYPE	2015-2016	2015-2016	2015-2016	2015-2016
			PROPERTY TAX REVENUE	SECURED 1ST PAID	REEMPTION MIST 2ND QTR (TAX)	REEMPTION MIST 2ND QTR (PENALTY)
188.80	EAST HOLLYWOOD BID	1% D/S AIR TL	- 17,046.39 - 17,046.39	- 17,046.39 - 17,046.39	- - - -	- - - -

Legal Owner	Parcel Number	FMS Account #	Invoice #	Amount	Invoice Date	Date Paid	Amt. Paid	JV/CRR#	JV/CRR DATE	CHECK #	REC'D
City of Los Angeles	5543-009-900	N/A	1649L04	\$2,703.81	1/8/2016	2/12/2016	\$2,703.81	GEN160000030	2/12/2016	N/A	YET
City of Los Angeles	5543-009-901	N/A	1649L04	\$712.01	1/8/2016	2/12/2016	\$712.01	GEN160000030	2/12/2016	N/A	YET
City of Los Angeles	5543-009-902	N/A	1649L04	\$596.01	1/8/2016	2/12/2016	\$596.01	GEN160000030	2/12/2016	N/A	YET
City of Los Angeles	5543-010-900	N/A	1649L04	\$40.98	1/8/2016	2/12/2016	\$40.98	GEN160000030	2/12/2016	N/A	YET
City of Los Angeles	5543-011-901	N/A	1649L04	\$16,804.27	1/8/2016	2/12/2016	\$16,804.27	GEN160000030	2/12/2016	N/A	YET
City of Los Angeles	5543-012-900	N/A	1649L04	\$305.28	1/8/2016	2/12/2016	\$305.28	GEN160000030	2/12/2016	N/A	YET
				\$21,162.36			\$21,162.36				
MTA	5538-022-900	14EHG3	EHG16000002	\$706.91	1/7/2016	2/8/2016	\$706.91	20160209181700004	2/10/2016	667906	5252
MTA	5538-022-903	14EHG3	EHG16000002	\$1,151.76	1/7/2016	2/8/2016	\$1,151.76	20160209181700004	2/10/2016	667906	5252
MTA	5538-022-904	14EHG3	EHG16000002	\$886.29	1/7/2016	2/8/2016	\$886.29	20160209181700004	2/10/2016	667906	5252
MTA	5538-022-905	14EHG3	EHG16000002	\$354.92	1/7/2016	2/8/2016	\$354.92	20160209181700004	2/10/2016	667906	5252
MTA	5538-023-903	14EHG3	EHG16000002	\$13.43	1/7/2016	2/8/2016	\$13.43	20160209181700004	2/10/2016	667906	5252
MTA	5538-023-904	14EHG3	EHG16000002	\$80.93	1/7/2016	2/8/2016	\$80.93	20160209181700004	2/10/2016	667906	5252
MTA	5542-015-900	14EHG3	EHG16000002	\$436.88	1/7/2016	2/8/2016	\$436.88	20160209181700004	2/10/2016	667906	5252
MTA	5542-015-901	14EHG3	EHG16000002	\$524.14	1/7/2016	2/8/2016	\$524.14	20160209181700004	2/10/2016	667906	5252
MTA	5542-015-902	14EHG3	EHG16000002	\$436.88	1/7/2016	2/8/2016	\$436.88	20160209181700004	2/10/2016	667906	5252
MTA	5542-017-900	14EHG3	EHG16000002	\$22.94	1/7/2016	2/8/2016	\$22.94	20160209181700004	2/10/2016	667906	5252

Legal Owner	Parcel Number	FMS Account #	Invoice #	Amount	Invoice Date	Date Paid	Amt. Paid	JV/CRR#	JV/CRR DATE	CHECK #	REC'D
City of Los Angeles	5543-009-900	N/A	1649L04	\$2,703.81	1/8/2016	2/12/2016	\$2,703.81	GEN160000030	2/12/2016	N/A	YET
City of Los Angeles	5543-009-901	N/A	1649L04	\$712.01	1/8/2016	2/12/2016	\$712.01	GEN160000030	2/12/2016	N/A	YET
City of Los Angeles	5543-009-902	N/A	1649L04	\$596.01	1/8/2016	2/12/2016	\$596.01	GEN160000030	2/12/2016	N/A	YET
City of Los Angeles	5543-010-900	N/A	1649L04	\$40.98	1/8/2016	2/12/2016	\$40.98	GEN160000030	2/12/2016	N/A	YET
City of Los Angeles	5543-011-901	N/A	1649L04	\$16,804.27	1/8/2016	2/12/2016	\$16,804.27	GEN160000030	2/12/2016	N/A	YET
City of Los Angeles	5543-012-900	N/A	1649L04	\$305.28	1/8/2016	2/12/2016	\$305.28	GEN160000030	2/12/2016	N/A	YET
				\$21,162.36			\$21,162.36				
MTA	5538-022-900	14EHG3	EHG16000002	\$706.91	1/7/2016	2/8/2016	\$706.91	20160209181700004	2/10/2016	667906	5252
MTA	5538-022-903	14EHG3	EHG16000002	\$1,151.76	1/7/2016	2/8/2016	\$1,151.76	20160209181700004	2/10/2016	667906	5252
MTA	5538-022-904	14EHG3	EHG16000002	\$886.29	1/7/2016	2/8/2016	\$886.29	20160209181700004	2/10/2016	667906	5252
MTA	5538-022-905	14EHG3	EHG16000002	\$354.92	1/7/2016	2/8/2016	\$354.92	20160209181700004	2/10/2016	667906	5252
MTA	5538-023-903	14EHG3	EHG16000002	\$13.43	1/7/2016	2/8/2016	\$13.43	20160209181700004	2/10/2016	667906	5252
MTA	5538-023-904	14EHG3	EHG16000002	\$80.93	1/7/2016	2/8/2016	\$80.93	20160209181700004	2/10/2016	667906	5252
MTA	5542-015-900	14EHG3	EHG16000002	\$436.88	1/7/2016	2/8/2016	\$436.88	20160209181700004	2/10/2016	667906	5252
MTA	5542-015-901	14EHG3	EHG16000002	\$524.14	1/7/2016	2/8/2016	\$524.14	20160209181700004	2/10/2016	667906	5252
MTA	5542-015-902	14EHG3	EHG16000002	\$436.88	1/7/2016	2/8/2016	\$436.88	20160209181700004	2/10/2016	667906	5252
MTA	5542-017-900	14EHG3	EHG16000002	\$22.94	1/7/2016	2/8/2016	\$22.94	20160209181700004	2/10/2016	667906	5252



April 8, 2016

Holly L. Wolcott, City Clerk
Office of the City Clerk
200 North Spring Street, Room 224
Los Angeles, CA 90012

Subject: East Hollywood BID 4th Quarter Report

Dear Ms. Wolcott:

Attached please find the quarterly report for the East Hollywood BID for the 4th Quarter of 2015. Below, I have included a table with the information about expenditures for the BID in the 4th Quarter, and a copy of the December financial statement. A copy of our quarterly newsletter will be sent out under separate cover.

Activities for the 4th quarter included regularly scheduled monthly meetings of the Board of Governors in October, November, and December. Additionally, the Board's Nominating Committee met November. The EHBID continued planning efforts for the grant awarded during the 2009 Metro Call for Projects, to fund street medians along Vermont Avenue in hopes of calming traffic and enhancing the pedestrian experience in this highly traveled area of the city. The Vermont corridor is home to several major institutions including the Braille Institute, LA City College, Kaiser Permanente, and Children's Hospital all of which would benefit from the pedestrian safety enhancements proposed by the BID. The BID has also continued its efforts to improve the street-scape along the Vermont Corridor with the continuation of its tree planting and maintenance program which began at the end of 2011. The BID has assumed responsibility for the watering and general upkeep of over 70 trees along Vermont Avenue as well as maintenance of the Vermont Triangle at the intersections of Hollywood Blvd., Prospect St. and Vermont Ave.

A report on specific budget line expenditures follows:

Budget Line Item #1 – Streetscape

Expenditures of \$7,345 were made in this category to HBT/LA for the BID's regular streetscape services including tree care and pruning for the months of September and November.



Budget Line Item #2 - Maintenance

The cleaning/beautification contract with HBT calls for maintenance services within the BID including trash removal, sidewalk cleaning, and overall maintenance of the Vermont Triangle. Expenditures of \$12,574 were made in this category for streetscape services for the months of September and November.

Budget Line Item #3 – Administration and Advocacy

Monthly payments of \$200 were made for September, October, November, and December to the BID's accountant, Joe Gallardo, CPA. \$1,086 was paid to Wildan Financial Services for 2015 BID Administrative Services. A total of \$1,886.49 was expended in this category for the 4th Quarter.

Budget Line Item #4 – Marketing and Promotion

No funds were expended in this category during the quarter.

Budget Line Item #5 – Contingency

No funds were expended in this category during the quarter.

We continue to believe that things are progressing well with the East Hollywood Business Improvement District, and the Board remains enthusiastic about what they are able to accomplish.

Sincerely,



Nicole Shahenian
Executive Director
East Hollywood Business Improvement District

Committed Funds							
Revenue	FY 2014	1st Quarter	2nd Quarter	3rd Quarter	4th quarter	Year to Date	
Parcel Assessments	\$216,742.00						
Carry Over	\$49,000.00						
Total Funding	\$265,742						
Expenditures							
Streetscape/Landscape (37%)	\$110,190	\$7,120	\$14,192	\$10,270	\$7,345	\$38,927	
Maintenance (31%)	\$86,191	\$18,929	\$18,783	\$18,870.00	\$12,574.00	\$69,156	
Adminstration and Advocacy (18%)	\$32,513	\$1,687	\$24,602	\$7,971	\$1,886	\$36,146	
Marketing (11%)	\$23,842	\$515	\$0	\$0	\$0	\$515	
Contingency (3%)	\$6,504	\$0	\$0	\$0	\$0	\$0	
Total	\$259,240	\$0	\$57,577	\$37,111	\$21,805	\$144,744	
2014 Committed Funds							
* Streetscape: Includes \$30,000 in carryover funds from 2014							
* Maintenance: \$19,000 in carryover funds from 2014							



November 1, 2016

Holly L. Wolcott, City Clerk
Office of the City Clerk
200 North Spring Street, Room 224
Los Angeles, CA 90012

Subject: East Hollywood BID 3rd Quarter Report

Dear Ms. Wolcott:

Attached please find the quarterly report for the East Hollywood BID for the 3rd Quarter of 2016. Below, I have included a table with the information about expenditures for the BID in the 3rd Quarter, and a copy of the September financial statement. A copy of our quarterly newsletter has been sent out under separate cover.

Activities for the 3rd quarter included regularly scheduled monthly meetings of the Board of Governors in July, August and September as well as a meeting of the BID's marketing committee in August. The EHBID continued planning efforts for the grant awarded during the 2009 Metro Call for Projects, to fund street medians along Vermont Avenue in hopes of calming traffic and enhancing the pedestrian experience in this highly traveled area of the city. The Vermont corridor is home to several major institutions including the Braille Institute, LA City College, Kaiser Permanente, and Children's Hospital all of which would benefit from the pedestrian safety enhancements proposed by the BID. The BID has also continued its efforts to improve the streetscape along the Vermont Corridor with the continuation of its tree planting and maintenance program which began at the end of 2011. The BID has assumed responsibility for the watering and general upkeep of over 70 trees along Vermont Avenue as well as maintenance of the Vermont Triangle at the intersections of Hollywood Blvd., Prospect St. and Vermont Ave.

A report on specific budget line expenditures follows:

Budget Line Item #1 – Streetscape

No expenditures were made in this category, however our contractor HBT/LA performed the BID's regular streetscape services including tree care and pruning for the months of July through September. Due to late billings from our contractor the BID anticipates payments for these streetscape services to be made in the beginning of the fourth quarter.

EHBID ORG

7018 Hollywood Blvd., Los Angeles, CA 90028 T (323)469-8311 F (323)469-2805 E info@EHBID.org

Budget Line Item #2 - Maintenance

The cleaning/beautification contract with HBT calls for maintenance services within the BID including trash removal, sidewalk cleaning, and overall maintenance of the Vermont Triangle. Due to late billings from our contractor, expenditures for services in this category for maintenance is expected to occur in the beginning of the fourth quarter. The BID made an expenditure in the amount of \$25,804.46 in this category for the purchase of 30 new trashcans to be used within the BID.

Budget Line Item #3 – Administration and Advocacy

The administrative services contract with the Hollywood Chamber of Commerce calls for \$6250 in quarterly fees for administration of the BID, payment was made to the Chamber for the 3rd Quarter of 2016. A payment of \$1,120 was made to Wildan Financial for annual administrative services to the BID. A \$1000 payment was made for BID legal services in July and August. The BID also made payments to its accountants for monthly services totaling \$838.00. A total of \$9,208.17 was expended in this category for the 3rd Quarter.

Budget Line Item #4 – Marketing and Promotion

During the 3rd Quarter the EHBID spent \$193.40 in costs associated with the marketing and promotion of the BID's Vermont Median ground breaking.

Budget Line Item #5 – Contingency

No funds were expended in this category during the quarter.

We continue to believe that things are progressing well with the East Hollywood Business Improvement District, and the Board remains enthusiastic about what they are able to accomplish.

Sincerely,



Nicole Shahanian
Executive Director
East Hollywood Business Improvement District

Revenue		FY 2016	Committed Funds	1st Quarter	2nd Quarter	3rd Quarter	4th quarter	Year to Date
Parcel Assessments		\$223,244.00						
Carry Over		\$79,000.00						
Total Funding		\$302,244						
Expenditures								
Streetscape/Landscape (43.3%)		\$130,790		\$8,382	\$8,660	\$0		\$17,042
Maintenance (33.1%)		\$100,015		\$20,601	\$16,038	\$25,804.46		\$62,443
Adminstration and Advocacy (13.3%)		\$40,185		\$13,102	\$16,147	\$9,208		\$38,457
Marketing (8.1%)		\$24,557		\$0	\$736	\$193		\$929
Contingency (2.2%)		\$6,698		\$0	\$0	\$0	\$0	\$0
Total		\$302,245	\$0	\$42,085	\$41,581	\$35,206	\$0	\$118,872
2016 Committed Funds								
* Streetscape: Includes \$48,000 in carryover funds from 2015								
* Maintenance: \$31,000 in carryover funds from 2015								



January 31, 2017

Holly L. Wolcott, City Clerk
Office of the City Clerk
200 North Spring Street, Room 224
Los Angeles, CA 90012

Subject: East Hollywood BID 4th Quarter Report

Dear Ms. Wolcott:

Attached please find the quarterly report for the East Hollywood BID for the 4th Quarter of 2016. Below, I have included a table with the information about expenditures for the BID in the 4th Quarter, and a copy of the December financial statement. A copy of our quarterly newsletter has been sent out under separate cover.

Activities for the 4th quarter included regularly scheduled monthly meetings of the Board of Governors in October, November and December. The EHBID continued planning efforts for the grant awarded during the 2009 Metro Call for Projects, to fund street medians along Vermont Avenue in hopes of calming traffic and enhancing the pedestrian experience in this highly traveled area of the city. A total of six medians will stretch from Hollywood Blvd. to Santa Monica Blvd. The first phase of the Vermont Median installation was completed at the end of 2016 with four of the six medians being installed. The additional two medians are expected to break ground in 2017. The Vermont corridor is home to several major institutions including the Braille Institute, LA City College, Kaiser Permanente, and Children's Hospital all of which would benefit from the pedestrian safety enhancements proposed by the BID.

The BID has also continued its efforts to improve the street-scape along the Vermont Corridor with the continuation of its tree planting and maintenance program which began at the end of 2011. The BID has assumed responsibility for the watering and general upkeep of over 70 trees along Vermont Avenue as well as maintenance of the Vermont Triangle at the intersections of Hollywood Blvd., Prospect St. and Vermont Ave.

EHBID.ORG

7018 Hollywood Blvd., Los Angeles, CA 90028 T (323)469-8311 F (323)469-2805 E info@EHBID.org

A report on specific budget line expenditures follows:

Budget Line Item #1 – Streetscape

Due to late billings from our contractor, expenditures of \$30,733 were made in this category to HBT/LA for the BID's regular streetscape services including tree care and pruning for the months of February, April, May, June, July, August, September, and November. This also included an expenditure of \$2,745 on the planting/installation of lilies throughout the BID.

Budget Line Item #2 - Maintenance

The cleaning/beautification contract with HBT calls for maintenance services within the BID including trash removal, sidewalk cleaning, and overall maintenance of the Vermont Triangle. The BID made an expenditure in the amount of \$59,790.92 in this category. This also included an expenditure of \$3,860.48 for the installation of 30 new trashcans within the BID.

Budget Line Item #3 – Administration and Advocacy

The administrative services contract with the Hollywood Chamber of Commerce calls for \$6250 in quarterly fees for administration of the BID, payment was made to the Chamber for the 4th Quarter of 2016. A \$500 payment was made for BID legal services in October. The BID also made payments to its accountants for monthly services totaling \$332.00. A total of \$7,188.00 was expended in this category for the 4th Quarter.

Budget Line Item #4 – Marketing and Promotion

During the 4th Quarter the EHBID spent \$2070.00 on uniforms for the EHBID maintenance crews. An additional \$801.00 was expended in costs associated with the BID's end of the year celebration for Board members and community stakeholders.

Budget Line Item #5 – Contingency

No funds were expended in this category during the quarter.

We continue to believe that things are progressing well with the East Hollywood Business Improvement District, and the Board remains enthusiastic about what they are able to accomplish.

Sincerely,



Nicole Shahrenian
Executive Director
East Hollywood Business Improvement District

Revenue		FY 2016	Committed Funds	1st Quarter	2nd Quarter	3rd Quarter	4th quarter	Year to Date
Parcel Assessments		\$223,244.00						
Carry Over		\$79,000.00						
Total Funding		\$302,244						
Expenditures								
Streetscape/Landscape (43.3%)		\$130,790		\$8,382	\$8,660	\$0	\$30,733	\$47,775
Maintenance (33.1%)		\$100,015		\$20,601	\$16,038	\$25,804.46	\$59,790.92	\$122,234
Adminstration and Advocacy (13.3%)		\$40,185		\$13,102	\$16,147	\$9,208	\$7,188	\$45,645
Marketing (8.1%)		\$24,557		\$0	\$736	\$193	\$2,871	\$3,801
Contingency (2.2%)		\$6,698		\$0	\$0	\$0	\$0	\$0
Total		\$302,245	\$0	\$42,085	\$41,581	\$35,206	\$100,583	\$219,455
2016 Committed Funds								
* Streetscape: Includes \$48,000 in carryover funds from 2015								
* Maintenance: \$31,000 in carryover funds from 2015								

HOLLY L. WOLCOTT
CITY CLERK

SHANNON HOPPE
EXECUTIVE OFFICER

CITY OF LOS ANGELES CALIFORNIA



ERIC GARCETTI
MAYOR

OFFICE OF
CITY CLERK
**NEIGHBORHOOD AND BUSINESS
IMPROVEMENT DISTRICT DIVISION**

ROOM 224, 200 N. SPRING STREET
LOS ANGELES, CALIFORNIA 90012
(213) 978-1099
FAX: (213) 978-1130
TDD/TTY (213) 978-1132

MIRANDA C. PASTER
DIVISION MANAGER

April 29, 2016

Nicole Shahanian, Vice President
Hollywood Chamber of Commerce
c/o East Hollywood PBID
7018 Hollywood Boulevard
Hollywood, CA 90028

**RE: SUBMISSION OF BUSINESS IMPROVEMENT DISTRICT (BID) PROPERTY ASSESSMENT
DATABASE FOR THE 2017 ASSESSMENT YEAR**

Dear BID Director:

In order to ensure the timely placement of the property assessment data on the County of Los Angeles property tax rolls, please submit your BID's property assessment data to our Office no later than **Wednesday, June 1, 2016**.

The BID's property assessment database must be formatted according to the three-column format as shown on the attached sample using Microsoft Excel. Do not total the columns. Government owned parcels (if any) are to be included on a separate sheet and same format in the same Excel file as non-government owned parcels.

Note that the database must be formatted as follows:

- **Have two digits to the right of the decimal**
- **All zero assessment parcels removed**
- **Agency account number is listed just once at the top of the sheet**
- **No totals**
- **No currency formatting**
- **No dashes in the parcels numbers**
- **No hidden rows or columns**
- **No formulas (only numbers and text)**

Please transmit the final database via email to the City Clerk Office's Technical Research Supervisor, Dennis Rader at Dennis.Rader@lacity.org.

The BID's property assessment database must be submitted even if there will be no changes for the 2016 assessment year. If your BID's Management District Plan allows for an annual assessment increase and the BID's Board of Directors has authorized an increase, please submit a copy of the Board's authorization along with the BID's property assessment database.

If you have any questions, please contact our Office at (213) 978-1099.

Sincerely,

Miranda Paster, Division Manager
Neighborhood and Business Improvement District Division

MCP:RMH:ev
Attachment



May 23, 2016

Holly L. Wolcott, City Clerk
Office of the City Clerk
200 North Spring Street, Room 224
Los Angeles, CA 90012

Subject: East Hollywood BID 1st Quarter Report

Dear Ms. Wolcott:

Attached please find the quarterly report for the East Hollywood BID for the 1st Quarter of 2016. Below, I have included a table with the information about expenditures for the BID in the 1st Quarter, and a copy of the March financial statement. A copy of our quarterly newsletter has been sent out under separate cover.

Activities for the 1st quarter included regularly scheduled monthly meetings of the Board of Governors in February and March. Additionally, the Board's Budget Committee and Sidewalk Repair Committee also met in March. The EHBID continued planning efforts for the grant awarded during the 2009 Metro Call for Projects, to fund street medians along Vermont Avenue in hopes of calming traffic and enhancing the pedestrian experience in this highly traveled area of the city. The Vermont corridor is home to several major institutions including the Braille Institute, LA City College, Kaiser Permanente, and Children's Hospital all of which would benefit from the pedestrian safety enhancements proposed by the BID. The BID has also continued its efforts to improve the street-scape along the Vermont Corridor with the continuation of its tree planting and maintenance program which began at the end of 2011. The BID has assumed responsibility for the watering and general upkeep of over 70 trees along Vermont Avenue as well as maintenance of the Vermont Triangle at the intersections of Hollywood Blvd., Prospect St. and Vermont Ave.

A report on specific budget line expenditures follows:

Budget Line Item #1 – Streetscape

Expenditures of \$5,382 were made in this category to HBT/LA for the BID's regular streetscape services including tree care and pruning for the months of December (2015) and January. An additional \$3000 was paid to Precision Concrete Cutting for completion of a survey of the BID's sidewalks.



Budget Line Item #2 - Maintenance

The cleaning/beautification contract with HBT calls for maintenance services within the BID including trash removal, sidewalk cleaning, and overall maintenance of the Vermont Triangle. Due to late billings from our contractor, expenditures of \$20,601 were made in this category for streetscape services for the months of October (2015), December (2015) and January.

Budget Line Item #3 – Administration and Advocacy

The administrative services contract with the Hollywood Chamber of Commerce calls for \$6250 in quarterly fees for administration of the BID, payments were made to the Chamber for the 4th Quarter of 2015 and the 1st Quarter of 2016. Payments of \$200 were made for January and February to the BID's accountant, Joe Gallardo, CPA. A total of \$13,102 was expended in this category for the 4th Quarter.

Budget Line Item #4 – Marketing and Promotion

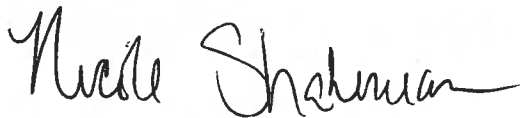
No funds were expended in this category during the quarter.

Budget Line Item #5 – Contingency

No funds were expended in this category during the quarter.

We continue to believe that things are progressing well with the East Hollywood Business Improvement District, and the Board remains enthusiastic about what they are able to accomplish.

Sincerely,

A handwritten signature in black ink, appearing to read "Nicole Shahenian". The signature is fluid and cursive, with a long horizontal stroke at the end.

Nicole Shahenian
Executive Director
East Hollywood Business Improvement District

Revenue		FY 2016	Committed Funds	1st Quarter	2nd Quarter	3rd Quarter	4th quarter	Year to Date
Parcel Assessments		\$223,244.00						
Carry Over		\$79,000.00						
Total Funding		\$302,244						
Expenditures								
Streetscape/Landscape (43.3%)		\$130,790		\$8,382				\$8,382
Maintenance (33.1%)		\$100,015		\$20,601				\$20,601
Administration and Advocacy (13.3%)		\$40,185		\$13,102				\$13,102
Marketing (8.1%)		\$24,557		\$0				\$0
Contingency (2.2%)		\$6,698		\$0	\$0	\$0	\$0	\$0
Total		\$302,245	\$0	\$42,085	\$0	\$0	\$0	\$42,085
2016 Committed Funds								
* Streetscape: Includes \$48,000 in carryover funds from 2015								
* Maintenance: \$31,000 in carryover funds from 2015								

HOLLY L. WOLCOTT
CITY CLERK

SHANNON HOPPE
EXECUTIVE OFFICER

CITY OF LOS ANGELES CALIFORNIA



ERIC GARCETTI
MAYOR

OFFICE OF
CITY CLERK
**NEIGHBORHOOD AND BUSINESS
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LOS ANGELES, CALIFORNIA 90012
(213) 978-1099
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TDD/TTY (213) 978-1132

MIRANDA C. PASTER
DIVISION MANAGER

April 27, 2017

Nicole Shahanian, Vice President
Hollywood Chamber of Commerce
c/o East Hollywood PBID
7018 Hollywood Boulevard
Hollywood, CA 90028

**RE: SUBMISSION OF BUSINESS IMPROVEMENT DISTRICT (BID) PROPERTY ASSESSMENT
DATABASE FOR THE 2018 ASSESSMENT YEAR**

Dear BID Director:

In order to ensure the timely placement of the property assessment data on the County of Los Angeles property tax rolls, please submit your BID's property assessment data to our Office no later than **Thursday, June 1, 2017**.

The BID's property assessment database must be formatted according to the three-column format as shown on the attached sample using Microsoft Excel. Do not total the columns. Government owned parcels (if any) are to be included on a separate sheet and same format in the same Excel file as non-government owned parcels.

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- **Agency account number is listed just once at the top of the sheet**
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- **No currency formatting**
- **No dashes in the parcels numbers**
- **No hidden rows or columns**
- **No formulas (only numbers and text)**

Please transmit the final database via email to the City Clerk Office's Technical Research Supervisor, Dennis Rader at Dennis.Rader@lacity.org.

The BID's property assessment database must be submitted even if there will be no changes for the 2018 assessment year. If your BID's Management District Plan allows for an annual assessment increase and the BID's Board of Directors has authorized an increase, please submit a copy of the Board's authorization along with the BID's property assessment database.

If you have any questions, please contact our Office at (213) 978-1099.

Sincerely,

Miranda Paster, Division Manager
Neighborhood and Business Improvement District Division

MCP:RMH:ev
Attachment

East Hollywood BID News

Summer 2012 Issue

EAST HOLLYWOOD BUSINESS IMPROVEMENT DISTRICT

EAST HOLLYWOOD BID BOARD

Chairman

Jeff Zarrinnam
Hollywood Hotel

Vice Chairman

Jacques Massachi
Property Owner

Treasurer

Edie Reuveni
Church of Scientology,
Los Angeles

Secretary

Michael Swanson
Hollywood Presbyterian
Medical Center

Carmen Apलगren
The Braille Institute

Paul Carlson
Los Angeles City College
Foundation

Wil Haick
Property Owner

Gail Koretz
Kaiser Permanente

Harvey Shield
Temple Knesset Israel

Ellen Zaman
Children's Hospital

For further information
please contact:
Nicole Shahanian
Hollywood Chamber
of Commerce
(323)469-8311

Meet the East Hollywood BID 2012 Board of Governors

Whether you work, live, play, shop, or heal in East Hollywood, you should already be seeing some of the work of the East Hollywood Business Improvement District (EHBID). The BID was initially established in 2007 to improve the commercial area of East Hollywood through various programs and services designed to



East of Hollywood BID 2012 Board of Governors.

increase the commercial activity of the District. From painting light poles and planting trees, to power washing our East Hollywood streets- over the past 5 years, the East Hollywood Business Improvement District (BID) has been hard at work improving the Vermont Avenue corridor of East Hollywood. The East Hollywood BID 2012 Board of Governors was elected at the BID's Annual Meeting this past January. Members of the BID's Board are elected to serve a term of two years. A person is eligible for consideration as long as they are an East Hollywood BID Parcel Owner in Good Standing or an authorized representative of a Parcel Owner in Good Standing. For more information on the East Hollywood Business Improvement District please contact the BID's Executive Director, Nicole Shahanian at Nicole@hollywoodchamber.net.

The 2012 BID Board of Governors consists of members:

- Chairman, Jeff Zarrinnam, Hollywood Hotel
- Vice Chairman, Jacques Massachi, Property Owner
- Treasurer, Edie Reuveni, Church of Scientology, Los Angeles
- Secretary, Michael Swanson, Hollywood Presbyterian Medical Center
- Carmen Apलगren, The Braille Institute
- Paul Carlson, Los Angeles City College Foundation
- Wil Haick, Property Owner
- Gail Koretz, Kaiser Permanente
- Harvey Shield, Temple Knesset Israel
- Ellen Zaman, Children's Hospital

NEXT BOARD MEETING

All meetings of the East Hollywood BID Board are open to the public. The next meeting is scheduled for Thursday, July 19th at 3 p.m. at the Children's Hospital Los Angeles (4650 Sunset Blvd., Los Angeles, CA 90027).

Please contact the BID Executive Director, Nicole Shahanian for further information or to be added to our e-mail list at Nicole@hollywoodchamber.net or call 323-468-1373

East Hollywood BID Board of Governors Voices Strong Support for the Hollywood Community Plan Update

During its June meeting, the East Hollywood BID Board voted to support the long-anticipated Hollywood Community Plan Update. "The Hollywood Community Plan provides a blueprint for future growth as it's designed to protect our historic neighborhoods and direct future growth around Hollywood's Metro transit centers. With two major Hollywood Metro transit stations within our BID alone, we are excited for the opportunities the Hollywood Community Plan creates to stimulate business in the Eastern Section of Hollywood while creating a much more livable and pedestrian-friendly East Hollywood neighborhood" commented East Hollywood BID Chairman, Jeff Zarrinam. After nearly eight years and more than 150 community meetings, the LA City Council approved the long-delayed update to the Plan on June 19th. EHBID Chairman, Jeff Zarrinam was on hand to testify on behalf of the plan along with fellow Board member, Harvey Shield. The Community Plan passed City Council by a unanimous vote of 12-0, with three members absent. The East Hollywood BID Board would like to pay a special thank you to Council Members Eric Garcetti and Tom LaBonge for their leadership and support during this important hearing.

More Trees for Vermont Ave.

Last year, the East Hollywood BID completed the planting of approximately 70 trees along Vermont Ave. between Santa Monica and Sunset. The plants replaced the existing Chitalpa and Fruitless Olive trees. At the Board's June meeting it was agreed that the BID would implement phase two of the tree planting. Over the next few months, more than 30 trees will be planted between Santa Monica and Melrose. Consistent with the first phase, the new tree species planted by the BID included Canary Island Pines, Australian Willows and Chinese Pistache. Once mature, the trees will provide improved shade for pedestrians as well as a fresh look to the streetscape.

Project GreenWall Program Helps Businesses to Eradicate Graffiti

The East Hollywood BID is working with the Hollywood Beautification Team (HBT) to offer business owners the opportunity to participate in a Graffiti abatement program. For a nominal fee, HBT will work with individual business owners to plant ivy on building walls where graffiti has historically caused a problem. Business owners interested in contracting HBT for this service should contact Sharyn Romano at hbteam@earthlink.net or via phone at (323) 962-2163.

East Hollywood BID Moves Forward with Project to Install Vermont Ave. Traffic Medians

The East Hollywood Business Improvement District (BID) is moving forward in partnership with Metro, Cal Trans, and City Council District 13, on its project to install street medians along Vermont Avenue. The BID's Vermont Ave. medians proposal was selected as one of the funding recipients through the highly competitive Metro Call for Projects process, as a way to calm traffic and enhance the pedestrian experience in this highly traveled area of the city. Metro agreed to provide \$900,000 towards the BID's project. The funds for the medians will be available beginning in 2013. "The BID Board is very excited about this project and the benefits it will bring to the East Hollywood Community," stated Nicole Shahanian, Executive Director of the BID. "The Vermont corridor is home to several major institutions, many small businesses and residents - all of which will benefit from the pedestrian safety enhancements, and the improved greenscape." Members of the BID Board have begun outreach efforts to property owners within the future construction zone of the median project to garner support and answer questions about the project.

East Hollywood BID Teams Up with Discover Hollywood Magazine to Bring Increased Exposure to East Hollywood Businesses

The East Hollywood BID is teaming up with *Discover Hollywood Magazine* to showcase and promote East Hollywood and its Business's diversity, pride and unity. With a readership of 370,000, *Discover Hollywood* provides visitors and residents information about the unique culture and lore of Hollywood and focuses on what to see, do and discover in the real Hollywood! To create visibility for owners and operators within the BID, *Discover Hollywood Magazine* will be dedicating a full page co-op ad to the EHBID in the Fall (September 7th) and Winter (December 1st) editions. *Discover Hollywood* is offering BID members discounted ads that can fit any budget! Ads range from 1/12 page (\$420); 1/6 page (\$840); 1/4 page (\$1265); 1/2 page (\$2530). You are encouraged to take advantage of this exciting opportunity to promote your individual business and the greater East Hollywood Business Community. For more information or to take advantage of this great offer, please contact Oscar Arslanian at 323-465-0533 x12 email oscar@discoverhollywood.com.

Around the Neighborhood

If you are planning a community event or activity within the BID that you would like to see listed in the BID's Quarterly Newsletter, please send event information to the BID's Executive Director, Nicole Shahanian at Nicole@hollywoodchamber.net.



About Your East Hollywood Business Improvement District

What's being done in East Hollywood?

Since its founding in 2007, the East Hollywood Business Improvement District (BID) has been hard at work improving the Vermont Avenue corridor of East Hollywood. The BID, with the help of local partners, recently finished planting over 100 trees in the area. Once the trees mature, the BID anticipates they will not only make the corridor healthier and prettier, but also more profitable. The BID is also working with partners to improve traffic and pedestrian flow, as well as to paint and freshen up other features of the corridor.

What is the East Hollywood BID?

A BID or 'Property-based Business Improvement District,' is a self-imposed and self-governed benefit assessment district that finances enhanced services.

A BID is 'self-imposed' in that it requires affected property owners to sign petitions and ballots in order to form the district. It is 'self-governed' in that the property and business owner Board of the East Hollywood District, a non-profit organization, makes BID program and management decisions. Property-based BIDs were initiated in California after enabling legislation was approved in 1995. There are now more than 70 BIDs in the State, including more than 30 in Los Angeles business districts alone. More and more, BIDs are viewed as an effective tool to help business districts compete in an increasingly challenging market.

What services does the BID provide?

The BID finances services that are over and above the basic services provided by local government. Services provided by the East Hollywood BID include litter pick-up, sidewalk/bus-stop power washing and graffiti removal by uniformed Maintenance Teams.

In addition to these services, the BID provides funds for community improvement and advocacy initiatives that work to improve the District's business climate and overall quality of life, as well as advocating on behalf of the property owners collectively.

For any questions regarding the East Hollywood BID please contact the BID's Executive Director, Nicole Shahanian at Nicole@hollywoodchamber.net or via phone at 323-469-8311.

What is the City's role in providing these improvements?

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Who oversees the BID?

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EAST HOLLYWOOD

BUSINESS IMPROVEMENT DISTRICT NEWS SUMMER 2013



**EAST HOLLYWOOD
BID BOARD 2013**

Chairman
Jeff Zarrinam
Hollywood Hotel

Vice Chairman
Jacques Massachi
Property Owner

Treasurer
Ellen Zaman
Children's Hospital

Secretary
Gail Koretz
Kaiser Permanente

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Representative for Property owner
Larry Worchell

Paul Carlson
Los Angeles City College Foundation

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Church of Scientology Los Angeles

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Temple Knesset Israel

Michael Swanson
Hollywood Presbyterian Medical Center

James Underdown
Center for Inquiry

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EHBID Median Project in the Works for Vermont Avenue

The East Hollywood Business Improvement District (BID) is moving forward in partnership with Metro, Cal Trans, and City Council District 13, on its project to install street medians along Vermont Avenue. The BID's Vermont Ave. medians proposal was selected as one of the funding recipients through the highly competitive Metro Call for Projects process, as a way to calm traffic and enhance the pedestrian experience in this highly traveled area of the city. Metro agreed to provide \$900,000 towards the BID's project. The funds for the medians will be available beginning in 2013 with a ground breaking expected in late summer/early fall.

"The BID Board is very excited about this project and the benefits it will bring to the East Hollywood Community," stated Nicole Shahanian, Executive Director of the BID. "The Vermont corridor is home to several major institutions, many small business, and of course residents - all of which will benefit from the pedestrian safety enhancements, and the improved greenscape."

Members of the BID Board have begun outreach efforts to property owners within the future construction zone of the median project, in order to garner support for the improvements as well as answer questions about the project. Additionally, the BID Board continues to work closely with Cal Trans, and City staff to bring this project to fruition. For further information on this project please contact the BID's Executive Director, Nicole Shahanian at Nicole@hollywoodchamber.net

Board Approves Three Percent Assessment Increase to Fund Beautification and Maintenance Efforts

At its June meeting, the EHBID Board of Governors approved an assessment increase of three percent on parcels within the BID. BIDs throughout the city are allowed to set assessment increases of up to three percent each year. Additional assessment revenue will be used to fund maintenance and beautification projects within the BID as well as to help cover anticipated costs associated with the completion and on-going maintenance of the Vermont Ave. medians project.

The EHBID was established in 2007 to improve the commercial area of East Hollywood through various programs and

services designed to increase the commercial activity of the District. The BID, with the help of local partners, recently finished planting over 100 trees in the area. Once the trees mature, the BID anticipates they will not only make the corridor healthier and prettier, but also more profitable. The BID is also working with partners to improve traffic and pedestrian flow, as well as to paint and freshen up other features of the corridor. The BID's cleaning and maintenance contractor, the Los Angeles Beautification Team (LABT), continues to service the Vermont corridor each Tuesday, Thursday, and Saturday.

NEXT BOARD MEETING

All meetings of the East Hollywood BID Board are open to the public. All BID property owners are encouraged to attend.

The next East Hollywood BID Board of Governors meeting is scheduled for

Tuesday, Oct. 22nd at 1:00 p.m. at Hollywood Hotel, 1160 N Vermont Ave, Hollywood, CA 90029

Please contact the BID's Executive Director, Nicole Shahanian for further information or to be added to our e-mail list at Nicole@hollywoodchamber.net or via phone at 323-469-8311.

East Hollywood BID Welcomes Three New Members to the 2013 Board of Governors



East Hollywood Business Improvement District Board of Governors Executive Committee.
From left: Jacques Massachi, Vice Chair; Jeff Zarrinnam, Chair; Ellen Zaman, Treasurer, Gail Koretz, Secretary.

The EHBID Board of Governors approved the nominations of three individuals to fill vacancies on the Board at its April meeting. Among those appointed are David Devine, Devine Properties and James Underdown, Executive Director of the Center for Inquiry and the Steve Allen Theater; The Board also approved the nomination of Karreno Alexanyan, who will be representing BID property owner Larry Worchell. Members of the BID’s Board are elected to serve a term of two years. A person is eligible for consideration as long as they are an East Hollywood BID Parcel Owner in Good Standing or an authorized representative of a Parcel Owner in Good Standing.

- The 2013 BID Board of Governors consists of members:
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 - Harvey Shield, Temple Knesset Israel
 - Michael Swanson, Hollywood Presbyterian Medical Center
 - James Underdown, Center for Inquiry

For further information on the East Hollywood BID Board of Governors, please visit our website at www.EHBID.org or contact the BID’s Executive Director, Nicole Shahanian at Nicole@hollywoodchamber.net.

East Hollywood BID Approves New Logo



The East Hollywood BID Board recently approved a new BID logo. It will be featured on T-shirts worn by cleaning crews throughout the BID.



Around the Neighborhood

If you are planning a community event or activity within the BID that you would like to see listed in the BID’s Quarterly Newsletter, please send event information to the BID’s Executive Director, Nicole Shahanian at Nicole@hollywoodchamber.net.



Project GreenWall Program Helps Businesses to Eradicate Graffiti

The East Hollywood BID is working with the Los Angeles Beautification Team (LABT) to offer business owners the opportunity to participate in a graffiti abatement program. For a nominal fee, LABT will work with individual business owners to plant ivy on building walls where graffiti has historically caused a problem. Business owners interested in contracting LABT for this service should contact Sharyn Romano at hbteam@earthlink.net or via phone at (323) 962-2163.

Your East Hollywood BID is Investing From the Ground Up

BID Launches Campaign on Importance of Trees to the East Hollywood Businesses Community’s Bottom Line

East Hollywood was recently selected as the first of five “Invest From the Ground Up” (IFGU) pilot communities where a group of local partners will work together to improve the East Hollywood community and raise awareness about the benefits of trees for both local business and



public health. Through local outreach, events, and media, the BID and its IFGU Campaign partners will be sharing important information on how trees help communities thrive. These partners include Million Trees LA, the Los Angeles Beautification Team (LABT), East Hollywood Business Improvement District (EHBID), the Hollywood Chamber of Commerce, Street Tree Seminar and Hollywood Hotel. The IFGU Campaign will demonstrate to East Hollywood Business Owners how trees can actually improve the business community’s bottom line by drawing in more customers, who are willing to pay more, stay longer, leave happier, and return more often.

Business Owners Encouraged to Display Window Signs in Support of East Hollywood BID Tree Campaign

In early June, the EHBID continued its “Invest from the Ground Up” campaign with a business improvement forum and community tree planting for the District. To date, the BID has planted over 90 trees along Vermont Ave., as part of its effort to “Invest from the Ground Up” in East Hollywood.

The June 4th Business Improvement Forum provided an opportunity for business owners within the BID to learn about the value of trees and how they’re actually one of the cheapest and easiest ways to boost a business’s bottom line. Attendees heard from leading academic experts including Dr. Kathleen Wolf of the University of Washington and Dr. Dick Jackson of UCLA, on the benefits of trees. Trees and green spaces give us more than a sense of comfort; they provide a range of values we can measure. They have been proven to cool our cities and towns, clean the air we breathe, slow down traffic and make our communities safer. They can also increase the value of our homes and local businesses by creating the kind of neighborhoods that people want to live in and visit.

The EHBID will be continuing its Invest From the Ground Up campaign throughout the year. We encourage your business to stand in solidarity with the BID’s commitment to green the community by displaying an Invest From the Ground Up campaign sign in your storefront. To request your sign please contact the EHBID Executive Director, Nicole Shahanian at Nicole@hollywoodchamber.net.

How Do Trees Improve Our Businesses?

- Increase the value of your business and your revenue stream**
- Businesses on tree-lined streets show 20% higher income streams.
 - More profitable businesses produce more jobs and leave fewer storefronts vacant, which helps the entire community thrive.
- Attract more valuable and loyal customers**
- The presence of trees encourages consumers to shop more often, stay in stores longer and pay more for goods.
 - Stores in shopping districts with trees can set product prices 9% higher, on average, than those in districts without trees.
- Leave customers more satisfied with the quality of your goods and services**
- Customers are 30% more satisfied with products that they purchase in shopping districts with trees.
 - Customers are also 15% more satisfied with the customer service experience in those stores located in shopping districts with trees.

Excerpt from *Trees: Good for Business, Good for Health*



Tree Planting Milestone- May 18, 2013: Over the past five years, our partners at the East Hollywood Business Improvement District (BID), Million Trees LA and the LA Beautification Team have been hard at work, improving East Hollywood by investing from the ground up. They’ve recently focused their efforts on making the Vermont Avenue corridor one of the greenest and greatest business areas in LA. To date, Million Trees LA has donated 101 trees to the effort—88 of which have already been planted, thanks to the great work of the Los Angeles Beautification Team. On May 18th, EHBID Governors and our partners reached a milestone, planting the final 13 trees to complete the project.



www.InvestFromTheGroundUp.org/EastHollywood



About Your East Hollywood Business Improvement District

What's being done in East Hollywood?

Since its founding in 2007, the East Hollywood Business Improvement District (BID) has been hard at work improving the Vermont Avenue corridor of East Hollywood. The BID, with the help of local partners, recently finished planting over 100 trees in the area. Once the trees mature, the BID anticipates they will not only make the corridor healthier and prettier, but also more profitable. The BID is also working with partners to improve traffic and pedestrian flow, as well as to paint and freshen up other features of the corridor.

What is the East Hollywood BID?

A BID or 'Property-based Business Improvement District,' is a self-imposed and self-governed benefit assessment district that finances enhanced services.

A BID is 'self-imposed' in that it requires affected property owners to sign petitions and ballots in order to form the district. It is 'self-governed' in that the property and business owner Board of the East Hollywood District, a non-profit organization, makes BID program and management decisions. Property-based BIDs were initiated in California after enabling legislation was approved in 1995. There are now more than 70 BIDs in the State, including more than 30 in Los Angeles business districts alone. More and more, BIDs are viewed as an effective tool to help business districts compete in an increasingly challenging market.

What services does the BID provide?

The BID finances services that are over and above the basic services provided by local government. Services provided by the East Hollywood BID include litter pick-up, sidewalk/bus-stop power washing and graffiti removal by uniformed Maintenance Teams.

In addition to these services, the BID provides funds for community improvement and advocacy initiatives that work to improve the District's business climate and overall quality of life, as well as advocating on behalf of the property owners collectively.

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NEXT BOARD MEETING

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The next East Hollywood BID Board of Governors meeting is scheduled for 3:30 p.m. on Tuesday, November 12th at the Church of Scientology (4810 Sunset Blvd. Los Angeles, CA 90027)

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EHBID Supports Route 66 Business Improvement District

The East Hollywood Business Improvement District has joined a growing list of local stakeholders in support of the endeavor to establish the proposed Hollywood Route 66 Business Improvement District. Business improvement districts help manage and maintain public amenities and provide support to local businesses, proving to be an effective tool to remove blight, create an attractive commercial center for patrons, and address pressing community concerns. Given the historic and cultural legacy of Route 66, it is that much more crucial to dedicate resources to preserve and protect this segment of one of our nation's most iconic landmarks.

The proposed Hollywood Route 66 BID will consist of 195 parcels along Santa Monica Blvd. between Hoover and Vine streets. Jeff Zarrinam, Chairman of the EHBID stated, "Creation of the Route 66 BID is fitting, and very much needed, for an area of Hollywood and East Hollywood traditionally underserved and untouched by existing BIDs. The East Hollywood BID looks forward to the benefits and improvements the residents and businesses of our community will receive from a well-coordinated and effective Route 66 BID."

Before the BID can proceed, area property owners will need to raise \$25,000 towards the creation of the BIDs Management District Plan. LA City Council District 13 has agreed to contribute \$40,000 in matching funds towards the establishment of the much needed BID.



A Beautiful Streetscape Along Hollywood Route 66 Will Improve Commerce.

The goal of the proposed HR66BID is to promote growth by increasing pedestrian traffic, revitalizing this historic corridor and enhancing property values.

The proposed BID will empower private property and business owners to work with government officials and establish higher levels of services, which will be specifically tailored to the needs of the area. HR66BID will be dedicated solely to improving the business and physical environment of the proposed District by benefitting property and business owners. Within the proposed District, property owners have voiced their concern that there is a greater need for services along Santa Monica Boulevard than can be provided with limited government funds. Without an investment from the private sector, stakeholders and residential and commercial property and business owners, within the proposed District, may find themselves at a competitive disadvantage, compared to other areas. The proposed HR66BID can address this gap and provide owners and customers with a well managed, inviting atmosphere for conducting business.

For more information on the creation of the Hollywood Route 66 BID please visit <http://hollywoodroute66bid.nationbuilder.com/>

City Council Motion to Legalize Street Vending in LA likely to Exacerbate Enforcement Issues on Vermont Avenue in East Hollywood

The City Council’s Economic Development Committee recently (EDC) moved forward with a motion by Council Members Huizar and Price, to legalize street vending in Los Angeles. Although details are still being worked out, the early plan involves the creation of a regulatory structure which will define where vendors can work, how many can operate on a block, how far they must be from storefront businesses, what fees will need to be paid and other criteria. No timeline for implementation has been revealed however, the Economic Development Committee will meet again early next year to hear back from the City’s Chief Administrative Officer (CAO) who will prepare a report examining funding mechanisms and cost estimates of a citywide street vending program.

Proponents of the measure argue that with a regulated system of registration and taxation, street vending would bring vendors out of the shadows and allow them to contribute to the local economy. However, opponents have concerns ranging from public safety and health issues to competitiveness factors for brick and mortar businesses.

Nicole Shahenian, Executive Director of the BID stated, “The BID commonly receives complaints from businesses and residents alike about the proliferation of illegal vendors along Vermont Ave. This has led to the creation of a BID program to place “No Vending Signs throughout our Improvement District Boundaries in hopes of deterring some of the illegal vending activities. The City, LAPD, and County departments that oversee vending do not have enough staff resources as is, to properly enforce existing vendors. Legalization of street vending will only serve to exacerbate an already out of hand problem in East Hollywood.”

In addition to the enforcement concerns with the legalization of street vending, the EHBID is also concerned about the impacts of a city wide ordinance on East Hollywood’s brick and mortar establishments. As part of a City-approved Business Improvement District, the EHBID is tasked with the improvement of the East Hollywood commercial area through various programs and services designed to increase



the commercial activity of the District. The EHBID Board has asked that City Council stay away from “a one-size fits all policy” for street vending in the City and that at a minimum the City allow for an opt-out clause for Business Improvement Districts within the City- where property owners pay an additional assessment to keep their streets clean and safe. Similar to the existing problems that many LA restaurants have with food trucks parking adjacent to their buildings and pilfering restaurant clientele, the EHBID is extremely concerned that established East Hollywood businesses will now be faced with trying to remain competitive in the face of a slew of retail and food carts.

Shahenian continued, “Despite the arguments of good-intentioned proponents that a regulated system of registration and taxation, would bring vendors out of the shadows and allow them to contribute to the local economy- these carts are a serious threat to the East Hollywood community. These carts take cash only, are hard to inspect for the health department because they are mobile, don’t contribute to the City’s tax base, don’t pay rent, don’t pay BID assessments, all while using our maintained streets and sidewalks, trash cans, parking spots, restrooms, and more. Because they do not have the same overhead costs, these mobile carts can under-cut the city’s existing restaurants and retail establishments. They literally roll in, take the business (and tax dollars) and leave.”

Shahenian added, “Of additional concern to our BID is the food carts that generate grease, our community has seen firsthand that without any oversight many vendors will dump the grease into LA’s storm drains. This practice has obvious adverse effects on the City’s sewer systems and potential water recycling abilities. Meanwhile, many of the tenants who are already struggling to stay in East Hollywood will see their revenue decline, from yet another City policy that overlooks what is in the best interest of Los Angeles’s small business community.”

The EHBID will keep our members apprised of the situation as the City Council continues to look at ways to regulate street vending in the City.

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Excerpt from Trees: Good for Business, Good for Health



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The next East Hollywood BID Board of Governors meeting is scheduled for 3:30 PM on Tuesday, February 17th at the Church of Scientology (4810 Sunset Blvd. Los Angeles, CA 90027)

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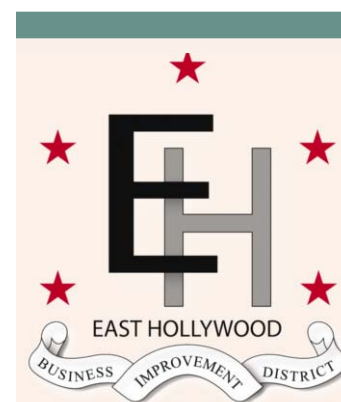
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East Hollywood BID Welcomes New Board Member

At its October Board meeting, the EHBID Board of Governors unanimously elected Megan Tavfer to fill a vacant seat on the BID Board. Megan will serve as the BID's representative on behalf of the Church of Scientology.

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City Council Committee Agrees Economic Impact Study of Minimum Wage Increase

In December 2014, the City Council's Economic Development Committee voted unanimously to procure an economic impact study on the impacts of Mayor Eric Garcetti's minimum wage proposal on the L.A. economy.

The study is a result of a motion introduced by City Councilmembers Mitch O'Farrell and Bob Blumenfeld. The motion specifically called for an economic analysis on the unintended consequences of increasing the City's minimum wage and requested a special look at the impacts of a wage increase on LA's small business and nonprofit sectors.

Over Labor Day, Los Angeles Mayor Eric Garcetti announced his proposal to increase the City's minimum wage to \$13.25 by 2017. Subsequently, a motion was submitted by Councilmembers Bonin, Cedillo, Martinez and Price that calls for a draft ordinance that will raise the minimum wage to \$13.25 by July 1, 2017, and seeks to further consider raising the

Continued on Page 3

City Council Motion to Legalize Street Vending in L.A. Likely to Exacerbate Enforcement Issues on Vermont Ave.

The City Council’s Economic Development Committee recently (EDC) moved forward with a motion by Councilmembers Huizar and Price, to legalize street vending in Los Angeles. Although details are still being worked out, the early plan involves the creation of a regulatory structure which will define where vendors can work, how many can operate on a block, how far they must be from storefront businesses, what fees will need to be paid and other criteria. No timeline for implementation has been revealed however, the Economic Development Committee will meet again early in the year to hear back from the City’s Chief Administrative Officer (CAO) who will prepare a report examining funding mechanisms and cost estimates of a citywide street vending program.

Proponents of the measure argue that with a regulated system of registration and taxation, street vending would bring vendors out of the shadows and allow them to contribute to the local economy. However, opponents have concerns ranging from public safety and health issues to competitiveness factors for brick and mortar businesses.

In a letter to Councilmember Curren Price, Chair of the City Council’s Economic Development Committee, the East Hollywood Business Improvement District (EHBID) Board of Directors shared its concerns with the proposal for city-wide legalization of sidewalk vending in Los Angeles and what it would mean for the District. In its letter, the Board explained, “The East Hollywood BID is extremely concerned about what the effects of any program to legalize street vending city-wide would mean to the East Hollywood Community. The EHBID, along with CD-13, LAPD, the Hollywood Chamber of Commerce and local stakeholders have been working tirelessly to curb illegal vending in the community and regain control of our public sidewalks.”

Nicole Shahanian, Executive Director of the BID stated, “The BID commonly receives complaints from businesses and residents alike about the proliferation of illegal vendors along Vermont Ave. This has led to the creation of a BID program to place “No Vending” signs throughout our Improvement District boundaries in hopes of deterring some of the illegal vending activities. The City, LAPD, and County departments that oversee vending do not have enough staff resources as is, to properly enforce existing vendors. Legalization of street vending will only serve to exacerbate an already out of hand problem in East Hollywood.”

In addition to the enforcement concerns with the legalization of street vending, the EHBID is also concerned about the impacts of a city wide ordinance on East Hollywood’s brick and mortar establishments. The EHBID Board has asked that City Council stay away from “a one-size fits all policy” for street vending in the City and that at a minimum the City allow for an opt-out clause for Business Improvement Districts within the City- where property owners pay an additional assessment to keep their streets clean and safe. Similar to the existing problems that many LA restaurants have with food trucks parking adjacent to their buildings and pilfering restaurant clientele, the EHBID is extremely concerned that established East Hollywood businesses will now be faced with trying to remain competitive in the face of a slew of retail and food carts.

Shahanian continued, “These carts are a serious threat to the East Hollywood community. These carts take cash only, are hard to inspect for the health department because they are mobile, don’t contribute to the City’s tax base, don’t pay rent, don’t pay BID assessments, all while using our maintained streets and sidewalks, trash cans, parking spots, restrooms, and more. Because they do not have the same overhead costs, these mobile carts can under-cut the city’s existing restaurants and retail establishments. They literally roll in, take the business (and tax dollars) and leave.”

Shahanian added, “Of additional concern to our BID is the food carts that generate grease. Our community has seen firsthand that without any oversight many vendors will dump the grease into LA’s storm drains. This practice has obvious adverse effects on the City’s sewer systems and potential water recycling abilities. Meanwhile, many of the tenants who are already struggling to stay in East Hollywood will see their revenue decline, from yet another City policy that overlooks what is in the best interest of Los Angeles’s small business community.”

The EHBID will keep our property owners apprised of the situation as the City Council continues to look at ways to regulate street vending in the City. The business community is encouraged to outreach to their City Council members and ask that any policy allowing for sidewalk vending should at a minimum, allow for an opt-out clause for Business Improvement Districts within the City- where property owners pay an additional assessment to keep their streets clean and safe. Comments on the street vending motions should be sent to City Council staff at richard.williams@lacity.org.



EHBID Supports Route 66 Business Improvement District

The East Hollywood Business Improvement District has joined a growing list of local stakeholders in support of the endeavor to establish the proposed Hollywood Route 66 Business Improvement District. Business improvement districts help manage and maintain public amenities and provide support to local businesses, proving to be an effective tool to remove blight, create an attractive commercial center for patrons, and address pressing community concerns. Given the historic and cultural legacy of Route 66, it is that much more crucial to dedicate resources to preserve and protect this segment of one our nation’s most iconic landmarks.

The proposed Hollywood Route 66 BID will consist of 195 parcels along Santa Monica Blvd. between Hoover and Vine streets. Jeff Zarrinam, Chairman of the EHBID stated,



“Creation of the Route 66 BID is fitting, and very much needed, for an area of Hollywood and East Hollywood traditionally underserved and untouched by existing BIDs. The East Hollywood BID looks forward to the benefits and improvements the residents and businesses of our community will receive from a well-coordinated and effective Route 66 BID.”

Before the BID can proceed, area property owners will need to raise \$25,000 towards the creation of the BID’s Management District Plan. LA City Council District 13 has agreed to contribute \$40,000 in matching funds towards the establishment of the much-needed BID. For more information on the creation of the Hollywood Route 66 BID visit <http://hollywoodroute66bid.nationbuilder.com/>

City Council Committee Agrees Economic Impact Study of Minimum Wage Increase

Continued from Page 1

minimum wage to \$15.25 by 2019. The motion also proposes attaching the minimum wage to the Consumer Price Index (CPI), so the wage can keep pace with future inflation. The independent economic impact study will look at both the \$13.25 and \$15.25 scenarios and is expected to be completed by February.

The East Hollywood BID Board of Governors has expressed support of the Mayor’s proposed increase of the minimum wage to \$13.25 with the following contingencies:

- 1) That the City provide a longer phase in period to allow small business and non-profits reach the \$13.25 minimum wage increase.
- 2) That the City undertake immediate and comprehensive reform of the LA Business Tax to help mitigate the impacts of the minimum wage on the City’s small businesses.
- 3) That the City initiate a complete withdrawal of the Hotel Minimum Wage Ordinance
- 4) That the City provide a commitment to advocate for changes to the State’s tip earner policies.
- 5) That any minimum wage increase provide for a carve-out for non-profit organizations and to those organizations employing youth in training programs and mentorship positions.

The EHBID will continue to participate in this important discussion and is committed to making the voices of the East Hollywood Business Community heard as the City moves forward with the Minimum Wage proposal.

EHBID Median Project in the Works for Vermont Ave.

The East Hollywood Business Improvement District (BID) is moving forward in partnership with Metro, Cal Trans, and City Council District 13, on its project to install street medians along Vermont Avenue. The BID’s Vermont Ave. medians proposal was selected as one of the funding recipients through the highly competitive Metro Call for Projects process, as a way to calm traffic and enhance the pedestrian experience in this highly traveled area of the city. Metro agreed to provide \$900,000 towards the BID’s project.

“The BID Board is very excited about this project and the benefits it will bring to the East Hollywood Community” stated Nicole Shahanian, Executive Director of the BID. “The Vermont corridor is home to several major institutions, many small business, and of course residents - all of which will benefit from the pedestrian safety enhancements, and the improved greenscape.”

Members of the BID Board have begun outreach efforts to property owners within the future construction zone of the median project, in order to garner support for the improvements as well as answer questions about the project. Additionally, the BID Board continues to work closely with Cal Trans, and City staff to bring this project to fruition. For further information on this project please contact the BID’s Executive Director, Nicole Shahanian at Nicole@hollywoodchamber.net



Project GreenWall Program Helps Businesses to Eradicate Graffiti

The East Hollywood BID is working with the Los Angeles Beautification Team (LABT) to offer business owners the opportunity to participate in a graffiti abatement program. For a nominal fee, LABT will work with individual business owners to plant ivy on building walls where graffiti has historically caused a problem. Business owners interested in contracting LABT for this service should contact Sharyn Romano at hbtteam@earthlink.net or via phone at (323) 962-2163.

EAST HOLLYWOOD

BUSINESS IMPROVEMENT DISTRICT NEWS

Q4-2015



EAST HOLLYWOOD BID BOARD 2015

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Karreno Alexanyan
Representative for property owner
Larry Worchell

Vice Chairman
Jacques Massachi
Property Owner

Treasurer
Berj Tashjian
Property Owner

Secretary
James Underdown
Center for Inquiry

Catherine Farrell
Kaiser Permanente

Anil Jain
Los Angeles City College Foundation

David Devine
Property Owner, Barnsdall Square

Harvey Shield
Temple Knesset Israel

Ellen Zaman
Children's Hospital Los Angeles

Jeff Zarrinam
Hollywood Hotel

For information please contact:

Nicole Shahenian
Hollywood Chamber
of Commerce
(323)469-8311
www.EHBID.org

EHBID Nominating Committee Recommends Candidate Slate for 2016 Board of Governors

During their meeting in November, the East Hollywood Business Improvement District Nominating Subcommittee recommended the following candidates be re-elected to serve a two-year appointment on the EHBID Board of Directors:

- Ellen Zaman, Children's Hospital Los Angeles
- Jeff Zarrinam, The Hollywood Hotel
- Jacques Massachi, Property Owner
- Susanna Furios, The Church of Scientology
- Berj Tashjian, Property Owner

Property owners will be mailed election ballots. The election and ballot counting will take place at the BID's annual meeting in January 2016.

For further information on the East Hollywood BID Board of Governors, please visit our website at www.EHBID.org or contact the BID's Executive Director, Nicole Shahenian at Nicole@ehbid.org.

Progress Being Made with EHBID Proposed Median Project

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Members of the BID Board have begun outreach efforts to property owners within the future construction zone of the median project, in order to garner support for the improvements as well as answer questions about the project. Additionally, the BID Board continues to work closely with Cal Trans, and City staff to bring this project to fruition. For further information on this project please contact the BID's Executive Director, Nicole Shahenian at Nicole@ehbid.org

East Hollywood BID Supports Formation of Hollywood Western BID

The East Hollywood Business Improvement District has joined a growing list of local stakeholders in support of the endeavor to establish the proposed Hollywood Western Business Improvement District. Business improvement districts help manage and maintain public amenities and provide support to local businesses, proving to be an effective tool to remove blight, create an attractive commercial center for patrons, and address pressing community concerns.

“We’ve seen the type of positive impact that forming a BID has on a community, and we believe this area expanding through Hollywood Blvd. and Western Ave. will benefit tremendously from the formation of a BID,” said Nicole Shahenian, Executive Director of the EHBID.

The proposed Hollywood Western BID will run along



Hollywood Blvd. between Van Ness and Edgemont streets, Western Ave. between Franklin Ave. and Santa Monica Blvd., and a small portion of Sunset Blvd. Jeff Zarrinam, Board member of the EHBID stated, “Creation of the Hollywood Western BID is fitting, and very much needed, for an area of Hollywood and East Hollywood traditionally underserved and untouched by existing BIDs. The East Hollywood BID looks forward to the benefits and improvements the residents and businesses of our community will receive from a well-coordinated and effective Hollywood Western BID.”

For further information on the progress of the Hollywood Western BID please contact the BID’s Executive Director, Nicole Shahenian at Nicole@ehbid.org

East Hollywood’s Target Making Slow but Steady Progress

Though still being held up by lawsuits, the Target project at Sunset and Western in East Hollywood has been inching forward.

The lawsuit, which determined the City should change the zoning on the project site rather than grant an exception to the Station Neighborhood Area Plan (SNAP) that governs construction in the area, has caused the half-way constructed Target remain at a standstill since August 2014. Despite the project’s approval by the Los Angeles City Council in 2012, it was overturned in court and a judge ordered construction to stop in 2014.

If allowed to open, the Target would be home to Hollywood’s first “department” store since Sears closed in 2008. This store will allow Hollywood residents to shop locally without having to leave the community for many necessities, and it will provide 250 critically-needed jobs for the neighborhood.

At a recent City Planning Commission hearing, a fix was approved that would allow for continuation of the project. The



Planning Commission recommended that the City create a new Subarea F specific plan amendment to apply to large scale highway-oriented commercial projects within the SNAP. This reasonable addition to the SNAP ordinance addresses how superstores can properly fit into the urban context. The project will be considered next by the Los Angeles City Council.

The East Hollywood BID will continue to follow this important project as it makes its way through the City Council.

EHBID Supports Route 66 Business Improvement District

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Before the BID can proceed, area property owners will need to raise \$25,000 towards the creation of the BID's Management District Plan. LA City Council District 13 has agreed to contribute \$40,000 in matching funds towards the establishment of the much-needed BID. For more information on the creation of the Hollywood Route 66 BID visit <http://hollywoodroute66bid.nationbuilder.com/>

EHBID Supports Hollywood Presbyterian Medical Center Parking Structure



The Hollywood Presbyterian Medical Center (HPMC) is seeking to construct a new parking structure, which would provide 654 parking space for the medical center patients, visitors, and also employees. Not only will the parking structure contain nearly 7 levels of much needed parking, but landscaping will also be provided around the perimeter of the parking structure, and new trees will be planted on Virgil and De Longpre Ave. and Lyman Place.

Understanding the dire need for additional parking, the East Hollywood BID expressed its support to the Los Angeles Department of City Planning to bring this project to fruition. The HPMC has been active member in both the community and the EHBID, serving on the BID's board. The Medical Center and its staff are also recognized as “good-neighbors,” who are dedicated to improving the community of East Hollywood and bringing valuable services to the residents.

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About Your East Hollywood Business Improvement District

What's being done in East Hollywood?

Since its founding in 2007, the East Hollywood Business Improvement District (BID) has been hard at work improving the Vermont Avenue corridor of East Hollywood. The BID, with the help of local partners, recently finished planting over 100 trees in the area. Once the trees mature, the BID anticipates they will not only make the corridor healthier and prettier, but also more profitable. The BID is also working with partners to improve traffic and pedestrian flow, as well as to paint and freshen up other features of the corridor.

What is the East Hollywood BID?

A BID or 'Property-based Business Improvement District,' is a self-imposed and self-governed benefit assessment district that finances enhanced services.

A BID is 'self-imposed' in that it requires affected property owners to sign petitions and ballots in order to form the district. It is 'self-governed' in that the property and business owner Board of the East Hollywood District, a non-profit organization, makes BID program and management decisions. Property-based BIDs were initiated in California after enabling legislation was approved in 1995. There are now more than 70 BIDs in the State, including more than 30 in Los Angeles business districts alone. More and more, BIDs are viewed as an effective tool to help business districts compete in an increasingly challenging market.

What services does the BID provide?

The BID finances services that are over and above the basic services provided by local government. Services provided by the East Hollywood BID include litter pick-up, sidewalk/bus-stop power washing and graffiti removal by uniformed Maintenance Teams.

In addition to these services, the BID provides funds for community improvement and advocacy initiatives that work to improve the District's business climate and overall quality of life, as well as advocating on behalf of the property owners collectively.

What is the City's role in providing these improvements?

The City's primary role is to exercise its municipal authority to levy the assessment on behalf of the BID community. By having the City assess all affected parties, the BID receives funds from everyone benefiting from the improvements. The City is also authorized to audit or otherwise review the financial condition of the BID. In this way, the City assists the BID membership with oversight and review so that the special assessment is used according to the intentions of the business community.

I already pay taxes! Why pay more for the BID?

Your general property and sales taxes pay for services that are distributed throughout the City and the region. Unlike these general tax dollars, 98 percent of the BID assessments come back to the District for special projects and services that are enjoyed only by the District. In addition, the City of Los Angeles has a citywide policy that they will continue to provide BIDs with the same basic service as they provide to other business districts. By forming a BID, the property owners generate their own funding for maintenance and improvements and determine how the money is spent within the BID boundaries. All funding is returned to the area as determined by the Board of Directors, which puts property owners in the driver's seat when it comes to improving a community.

Who oversees the BID?

A Board of Directors that is elected by the members of the district governs each BID. The Board of Directors has a fiduciary responsibility to the BID and hires the management that administers the BID on a day-to-day basis. The BID's Board of Directors may choose to hire staff, an independent consultant or other entities to administer the BID. Generally, the programs to be provided by a BID are initially determined by the community and are selected based on community needs and desires. Costs associated with delivering the most wanted improvements then form the basis for the eventual BID assessment amount.

For any questions regarding the East Hollywood BID please contact the BID's Executive Director, Nicole Shahenian at Nicole@ehbid.org or via phone at 323-469-8311.

All meetings of the East Hollywood BID Board are open to the public. All BID property owners are encouraged to attend.

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NEXT BOARD MEETING

All meetings of the East Hollywood BID Board are open to the public. All BID property owners are encouraged to attend.

The next East Hollywood BID Board of Governors meeting is scheduled for 3:30 PM on Thursday, May 26th

Location TBA

Please contact the BID's Executive Director, Nicole Shahenian for further information or to be added to our e-mail list at Nicole@ehbid.org or via phone at 323-469-8311.

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EAST HOLLYWOOD

BUSINESS IMPROVEMENT DISTRICT NEWS

Q1-2016



EAST HOLLYWOOD BID BOARD 2016

Chairman
Harvey Shield
Temple Knesset Israel

Vice Chairman
Jeff Zarrinnam
Hollywood Hotel

Treasurer
Susanna Furios
Church of Scientology, Los Angeles

Secretary
Jacques Massachi
Property Owner

Mark Brady
Barnesdall Plaza

Catherine Farrell
Kaiser Permanente

Berj Tashjian
Property Owner

James Underdown
Center for Inquiry

Ellen Zaman
Children's Hospital Los Angeles

For information please contact:
Nicole Shahenian
Executive Director

Nicole@ehbid.org
www.EHBID.org

Meet the 2016 East Hollywood BID Board of Governors



East Hollywood BID Board: Berj Tashjian, Susanna Furios, Harvey Shield, Jeff Zarrinnam, Jacques Massachi, James Underdown

The East Hollywood BID 2016 Board of Governors were elected at the BID's annual meeting in February. Members of the BID's Board are elected to serve a term of two years. A person is eligible for consideration as long as they are an East Hollywood BID Parcel Owner in Good Standing or an authorized representative of a Parcel Owner in Good Standing.

The 2016 BID Board of Governors consists of the following members:


- Chairman, Harvey Shield, Temple Knesset Israel
- Vice Chairman, Jeff Zarrinnam, Hollywood Hotel
- Treasurer, Susanna Furios, Church of Scientology, Los Angeles
- Secretary, Jacques Massachi, Property Owner
- Mark Brady, Barnesdall Plaza
- Catherine Farrell, Kaiser Permanente Los Angeles Medical Center
- Berj Tashjian, Property Owner
- James Underdown, Center for Inquiry
- Ellen Zaman, Children's Hospital Los Angeles

To learn more about the East Hollywood BID Board of Governors, please visit our website at www.EHBID.org or contact the BID's Executive Director, Nicole Shahenian at Nicole@ehbid.org.

East Hollywood BID and the Los Angeles BID Consortium

The East Hollywood Business Improvement District (BID) is among one of nearly 40 other BIDs that are part of the Los Angeles BID Consortium. As an association that represents the interest of the BIDs in Los Angeles, the LA BID Consortium works to resolve issues affecting BIDs, and also helps coordinate efforts amongst BIDs to create a more united and effective advocacy effort.

As a member of the LA BID Consortium, the East Hollywood BID stays in touch and up to date on the best practice for administering a BID, as well as recent developments affecting the LA Bid Community. As a united voice, the LA BID Consortium and their members are proactive about dis-



Summary of Findings

- ✓ Number of BIDs in LA: 39
- ✓ Los Angeles BID assess over \$33M a year for special benefits within their districts.
- ✓ Los Angeles BID paid over \$336M since the creation of the first BID.
- ✓ BIDs contribute \$11.5M a year toward public safety efforts.
- ✓ BIDs contribute \$8.5M a year toward street and sidewalk enhancement efforts.
- ✓ 61% of a BID's budget is allocated toward Clean & Safe programs.
- ✓ BIDs collect 9,000 tons of trash a year.
- ✓ BIDs trim approximately 4,300 street trees on the public rights of ways.

cussing solutions and obtaining greater resources to benefit Los Angeles’ business improvement districts.

In order to expand its work, the Consortium recently hired an Administrative Assistant. The new position was funded through voluntary contributions from each of the City’s BIDs. The willingness of each BID to participate in funding this position reflects the nature of the LA BID Consortium and emphasize how each member is willing to take steps which

will benefit the community as a whole in the long run.

For more information regarding BIDs, the consortium, and a list of the BIDs within Los Angeles, visit the LA BID Consortiums website, www.labidconsortium.org.

LA City Rolls Out New Website for City Cyclists

The Los Angeles Department of Transportation (LADOT) Active Transportation Division recently launched a new and improved version of their website, bike.lacity.org. The goal of the website is to provide more information to commuters



in Los Angeles, especially those biking, walking, or rolling to work.

The revamped website contains an interactive map which displays bike paths, bike parking on sidewalks, bicycle repair stations, Mobility Plan 2035 networks, and other useful commuting information. The website is also packed with useful links, such as bicycle safety information, bike parking request forms, trip planner, and details about other LADOT bike related projects.

In addition, the website features a section for #LeapLA, the LADOT’s Bike Blog. The blog makes announcements about upcoming events, keeps their followers updated on the progress of their projects, and helps keeps bike commuters informed. By incorporating the blog into their new website, the LADOT Bike Program hopes to resonate with a larger audience and pass on their resource to greater number of individuals.

Visit the new website at bike.lacity.org to get access to these great features and useful information!

Vermont Medians Approved: Construction Expected This Summer

On February 29, the Board of Public Works approved the EHBID project to construct street medians along Vermont Avenue from Hollywood Blvd. to Santa Monica Blvd. The East Hollywood Business Improvement District has partnered with Metro, CalTrans, and City Council District 13 to begin moving forward with the construction of six medians this summer.

The EHBID’s Vermont Ave. medians proposal was selected as one of the funding recipients through the highly competitive Metro Call for Projects process, as a way to calm traffic and enhance the pedestrian experience in this highly traveled area of the city. Metro agreed to provide \$900,000 towards the EHBID’s project, with additional funding from Council District 13 and the EHBID. “Improvements in public transportation is something that would bring a tremendous benefit to our community, and we are excited that progress is being made on this highly sought after project,” stated Nicole Shahenian, Executive Director of the EHBID. “The Vermont corridor is home to several major institutions, many small businesses, and of course residents - all of which will benefit from the pedestrian safety enhancements, and the improved greenscape.

With the project approved, construction for the first four medians is expected to begin by June. The following two medians will begin following the completion of the initial four. For progress updates on construction, visit the East Hollywood BID website, www.ehbid.org.

The Next Steps: Addressing Sidewalk Repairs on Vermont Ave

At the March meeting, the Board of Directors of the East Hollywood BID approved funds of up to \$20,000 to repair the most hazardous areas on the sidewalk along Vermont Avenue. Board members walked along Vermont in order to identify the areas which require the most urgent attention. With the initial assessment complete, the Board is working with contractors in order to ensure that all of the sidewalks throughout the BID are safe, uniform, and clean. Whether minor cracks, or in need of complete replacement, all instances are being logged with the ultimate goal of repairing the sidewalks throughout the entire district.

“The Board is always on the look-out for ways to enhance the walkability of the EHBID,” said Nicole



Shahenian, Executive Director of the East Hollywood BID. “We want to make our sidewalks as safe as possible for our pedestrians, and we are really excited about making progress on these much needed repairs,” said Shahenian.

Updates on the project and pictures of repairs will be coming shortly and posted on the BID’s website, www.ehbid.org.

East Hollywood BID Renews Cleaning Contract with LA Beautification Team

The East Hollywood BID Governors voted to approve a renewal of their cleaning contract with the Los Angeles Beautification Team (LABT). Since their founding in 1992, the Los Angeles Beautification Team (LABT) has played an active role in improving the quality of life in Los Angeles through their environmental improvements.

As the official cleaning contractor for the East Hollywood BID, the amount of effort, care, and expertise



LABT’s staff and crew put into their work has been witnessed at first-hand by the BID. Over the course of the past few years, LABT tremendously improved the BID’s physical appearance through graffiti removal, trash clean-up, and planting over 100 trees.

The renewal of the cleaning contract includes addition items of maintenance, such as cutting and replacing the olive trees along Vermont Ave and also increasing the amount of power washing for the streets and bus stops throughout the year. In addition, LABT has been assisting with the maintenance of the “Vermont Triangle,” at the intersection of Vermont Ave, Prospect Ave, and Hollywood Blvd. Through all of these efforts, the Board is proud to continue working with LABT to help maintain the beauty and safety of the East Hollywood District.

East Hollywood’s Target Moving Forward After Year Long Delay

After over a year of being held up by lawsuits, there may be some good news in sight for the Target project at Sunset and Western in East Hollywood.

Construction has been at a standstill on the halfway completed Target project since it was ordered to stop in August 2014 as part of lawsuit, where it was determined that the City should change the zoning on the project site rather than grant an exception to the Station Neighborhood Area Plan (SNAP) that governs construction in the area. The Target project originally was approved by the Los Angeles City Council in 2012, with construction beginning soon after. By the time the project’s approval was overturned in court and a judge had ordered construction to stop in 2014, much of the Target was built.

If allowed to open, the Target would be home to Hollywood’s first “department” store since Sears closed in 2008. This store will allow Hollywood residents to shop locally without having to leave the community for many necessities, and it will provide 250 critically-needed jobs for the neighborhood.

At a recent City Planning Commission hearing, a fix was approved that would allow for continuation of the project. The Planning Commission recommended that the City create a new Subarea F specific plan amendment to apply to large scale highway-oriented commercial projects within the SNAP. This reasonable addition to the SNAP ordinance addresses how superstores can properly fit into the urban context. The project will be considered next by the Los Angeles City Council. The Chamber will continue to follow this important Hollywood project as it makes its way through the City Council process.

Govt Parcels

[illegible]

Non-Govt Parcels

[illegible]



August 1, 2016

Holly L. Wolcott, City Clerk
Office of the City Clerk
200 North Spring Street, Room 224
Los Angeles, CA 90012

Subject: East Hollywood BID 2nd Quarter Report

Dear Ms. Wolcott:

Attached please find the quarterly report for the East Hollywood BID for the 2nd Quarter of 2016. Below, I have included a table with the information about expenditures for the BID in the 2nd Quarter, and a copy of the June financial statement. A copy of our quarterly newsletter has been sent out under separate cover.

Activities for the 2nd quarter included regularly scheduled monthly meetings of the Board of Governors in April, May and June. The EHBID continued planning efforts for the grant awarded during the 2009 Metro Call for Projects, to fund street medians along Vermont Avenue in hopes of calming traffic and enhancing the pedestrian experience in this highly traveled area of the city. The Vermont corridor is home to several major institutions including the Braille Institute, LA City College, Kaiser Permanente, and Children's Hospital all of which would benefit from the pedestrian safety enhancements proposed by the BID. The BID has also continued its efforts to improve the street-scape along the Vermont Corridor with the continuation of its tree planting and maintenance program which began at the end of 2011. The BID has assumed responsibility for the watering and general upkeep of over 70 trees along Vermont Avenue as well as maintenance of the Vermont Triangle at the intersections of Hollywood Blvd., Prospect St. and Vermont Ave.

A report on specific budget line expenditures follows:

Budget Line Item #1 – Streetscape

Expenditures of \$8,660 were made in this category to HBT/LA for the BID's regular streetscape services including tree care and pruning for the months of February and March.

EHBIDORG

7018 Hollywood Blvd., Los Angeles, CA 90028 T (323)469-8311 F (323)469-2805 E info@EHBID.org

Budget Line Item #2 - Maintenance

The cleaning/beautification contract with HBT calls for maintenance services within the BID including trash removal, sidewalk cleaning, and overall maintenance of the Vermont Triangle. Due to late billings from our contractor, expenditures of \$14,554.56 were made in this category for streetscape services for the months of February and March. Additionally the BID purchased trash cans for use within the BID in the amount of \$1,483.22.

Budget Line Item #3 – Administration and Advocacy

The administrative services contract with the Hollywood Chamber of Commerce calls for \$6250 in quarterly fees for administration of the BID, payments were made to the Chamber for the 2nd Quarter of 2016. A payment of \$3200 was made to GTL for performance of the BID's 2015 annual review. \$6,697 were paid in annual recovery costs to the City of Los Angeles. A total of \$16,147.33 was expended in this category for the 2nd Quarter.

Budget Line Item #4 – Marketing and Promotion

During the 2nd Quarter the EHBID sponsored the Hollywood Chamber of Commerce Economic Development Summit for \$500.00. Additionally \$236.00 was spent on the EHBID website and logo design. A total of \$736.20 was expended in this category.

Budget Line Item #5 – Contingency

No funds were expended in this category during the quarter.

We continue to believe that things are progressing well with the East Hollywood Business Improvement District, and the Board remains enthusiastic about what they are able to accomplish.

Sincerely,

A handwritten signature in black ink, appearing to read "Nicole Shahanian", with a long horizontal flourish extending to the right.

Nicole Shahanian
Executive Director
East Hollywood Business Improvement District

Revenue	FY 2016	Committed Funds	1st Quarter	2nd Quarter	3rd Quarter	4th quarter	Year to Date
Parcel Assesments	\$223,244.00						
Carry Over	\$79,000.00						
Total Funding	\$302,244						
Expenditures							
Streetscape/Landscape (43.3%)	\$130,790		\$8,382	\$8,660			\$17,042
Maintenance (33.1%)	\$100,015		\$20,601	\$16,038			\$36,639
Adminstration and Advocacy (13.3%)	\$40,185		\$13,102	\$16,147			\$29,249
Marketing (8.1%)	\$24,557		\$0	\$736			\$736
Contingency (2.2%)	\$6,698		\$0	\$0	\$0	\$0	\$0
Total	\$302,245	\$0	\$42,085	\$41,581	\$0	\$0	\$83,666
2016 Committed Funds							
* Streetscape: Includes \$48,000 in carryover funds from 2015							
* Maintenance: \$31,000 in carryover funds from 2015							



laurie@palisadesbid.org

Mail

Move to Inbox

More

2 of 21

COMPOSE

Inbox (1,196)

Starred

Important

Sent Mail

Drafts (318)

Categories

Social

Promotions (26)

Updates (107)

Forums (210)

Cristina's Blue Slips

Danielle's Approved ...

Follow up

Josie's blue slips

Keep (964)

kids

Misc

My Blue slips

my stuff

NCO

OSI

Priority

wilshire 2006

More

Palisades Village Center / Notice of Assessment - Pacific Palisades NBID

Inbox x Keep x

Alice Maxwell Hello Jose, We are the property manager for an office building ... May 1

Jose Flores Ms. Maxwell, I meant the attachment you sent. This is a copy of t... May 1

Jose Flores <jose.flores@lacity.org> May 1
to laurie, Rick, Dennis

Good morning Laurie,
I have been contacted by Alice Maxwell regarding the documents she attached.
One of the documents is the same one you sent us in your separate email.
This is only a copy of the Tax Rolls submitted to the County for billing when the BID began.
It is in no way a bill.

The annual property tax info statement is absolutely a bill from the County.

I informed the Ms. Maxwell that she should contact the LA County Tax Assessor to see if anything is owed on the property. If the 2016 tax bill wasn't paid, then there could be a lien on the property.

Also, the Pacific Palisades assessment on the property is entered by the County as a lien, but it's not a cash lien on the property. It's entered as such to let any potential buyer know that there is an assessment owed yearly on the property for the life of the BID.

I hope this helps.

Thank you



laurie@palisadesbid.org

Mail

Move to Inbox

More

3 of 21

COMPOSE

Inbox (1,196)

Starred

Important

Sent Mail

Drafts (318)

Categories

Social

Promotions (26)

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Cristina's Blue Slips

Danielle's Approved ...

Follow up

Josie's blue slips

Keep (964)

kids

Misc

My Blue slips

my stuff

NCO

OSI

Priority

wilshire 2006

More

FW: Palisades Village Center / Notice of Assessment

Inbox x Keep x

? Palisades BID <laurie@palisadesbid.org>

May 1

to me, dennis.rader, Rick

Hello,

I know Rick cc'd you on this issue, and I'm hoping that you can help me understand this lien? We don't seem to have any info on our NON PAID assessment list that we get, so we, also, are a little bit confused. The document doesn't even show the amount in arrears, or the APN/Property numbers. If you can please call me, 310-365-5123, I'd really appreciate it.

Thanks,
Laurie Sale

LAURIE SALE
Executive Manager,
Pacific Palisades Business Improvement District
PO Box 1792
Pacific Palisades, CA 90272
laurie@palisadesbid.org
(424)256-5733

From: Alice Maxwell [mailto:Alice@sandstoneproperties.com]**Sent:** Monday, April 30, 2018 11:44 AM**To:** laurie@palisadesbid.org**Subject:** Palisades Village Center / Notice of Assessment

Hello Laurie,



label:lp

Loading...

Mail

Remove label

More

COMPOSE

Assessments for the Pacific Palisades BID for 2019

Inbox x

Inbox

Important

Sent Mail

All Mail

Spam

Trash

Categories

00 APRs

00 RFP 2017

00 SPOSMP

00 Transmittals (13)

00 VB

City Clerk

dd

dd2

devine-strategies.com...



Rick

**Palisades BID** <laurie@palisadesbid.org>

to me

Our Board has decided to raise our assessments by 3% for the upcoming year. We rising, and since this is one of our main mandates, we need to keep our current team the Chrysalis services, but since they no longer want to be involved in this, additional

Thank you

Laurie Sale

LAURIE SALE

Executive Manager,

Pacific Palisades Business Improvement District

PO Box 1792

Pacific Palisades, CA 90272

laurie@palisadesbid.org

(424)256-5733

Virus-free. www.avast.com**Rick Scott** <rick.scott@lacity.org>

to Dennis, Elliot, Leland, Palisades

Thanks Laurie.

Please send in the BID's updated assessments with the CPI increase in the 3-column

Thank you.



No recent chats

[Start a new one](#)

On Thu, Apr 26, 2018 at 11:09 AM, Palisades BID <laurie@palisadesbid.org> wrote:

Our Board has decided to raise our assessments by 3% for the upcoming year. We rising, and since this is one of our main mandates, we need to keep our current team the Chrysalis services, but since they no longer want to be involved in this, additional

Thank you

Laurie Sale



Rick Scott <rick.scott@lacity.org>

18975 Pacific Palisades Transmission Reimbursement

6 messages

Adriana Velazquez <adriana.velazquez@lacity.org>

Mon, Aug 21, 2017 at 1:07 PM

To: Palisades BID <laurie@palisadesbid.org>

Cc: Thomas Nelson <thomas.nelson@lacity.org>, Maximo Fortu <maximo.fortu@lacity.org>, Rick Scott <rick.scott@lacity.org>

Good Afternoon,

Please see attached transmission sheet for available reimbursement.

Thank you,

*Adriana Velazquez**City of Los Angeles**Accounting Clerk**City Clerk NBIDS section**(213)978-1109***18978 Pacific Palisades.pdf**

397K

Palisades BID <laurie@palisadesbid.org>

Tue, Aug 22, 2017 at 8:06 AM

To: Adriana Velazquez <adriana.velazquez@lacity.org>

Cc: Thomas Nelson <thomas.nelson@lacity.org>, Maximo Fortu <maximo.fortu@lacity.org>, Rick Scott <rick.scott@lacity.org>

HI,

Is this money from LAUSD? They owed us some money and said they would take care of it...just curious.
Thanks so much

From: Adriana Velazquez [mailto:adriana.velazquez@lacity.org]**Sent:** Monday, August 21, 2017 1:07 PM**To:** Palisades BID**Cc:** Thomas Nelson; Maximo Fortu; Rick Scott**Subject:** 18975 Pacific Palisades Transmission Reimbursement

Good Afternoon,

Please see attached transmission sheet for available reimbursement.

Thank you,

Adriana Velazquez

City of Los Angeles

Accounting Clerk

City Clerk NBIDS section

(213)978-1109



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Elliot Zorensky <ezorensky@udorealestate.com>

Tue, Aug 22, 2017 at 8:18 AM

To: Palisades BID <laurie@palisadesbid.org>, Adriana Velazquez <adriana.velazquez@lacity.org>

Cc: Thomas Nelson <thomas.nelson@lacity.org>, Maximo Fortu <maximo.fortu@lacity.org>, Rick Scott <rick.scott@lacity.org>

Laurie. I think you are the best to answer this question

Sent via the Samsung Galaxy S®6 active, an AT&T 4G LTE smartphone

----- Original message -----

From: Palisades BID <laurie@palisadesbid.org>

Date: 8/22/17 8:06 AM (GMT-08:00)

To: 'Adriana Velazquez' <adriana.velazquez@lacity.org>

Cc: 'Thomas Nelson' <thomas.nelson@lacity.org>, 'Maximo Fortu' <maximo.fortu@lacity.org>, 'Rick Scott' <rick.scott@lacity.org>

Subject: RE: 18975 Pacific Palisades Transmission Reimbursement

HI,

Is this money from LAUSD? They owed us some money and said they would take care of it...just curious.
Thanks so much

From: Adriana Velazquez [mailto:adriana.velazquez@lacity.org]

Sent: Monday, August 21, 2017 1:07 PM

To: Palisades BID

Cc: Thomas Nelson; Maximo Fortu; Rick Scott

Subject: 18975 Pacific Palisades Transmission Reimbursement

Good Afternoon,

Please see attached transmission sheet for available reimbursement.

Thank you,

Adriana Velazquez

City of Los Angeles

Accounting Clerk

City Clerk NBIDS section

(213)978-1109



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Thomas Nelson <thomas.nelson@lacity.org>

Thu, Aug 24, 2017 at 8:20 AM

To: Palisades BID <laurie@palisadesbid.org>

Cc: Adriana Velazquez <adriana.velazquez@lacity.org>, Maximo Fortu <maximo.fortu@lacity.org>, Rick Scott <rick.scott@lacity.org>

Hi Laurie,

This money in the transmittal that was sent was from the County Remittance.

In regards to LAUSD, they did send a check for \$606.92 which will show up in our system for next month payment.

Thomas

On Tue, Aug 22, 2017 at 8:06 AM, Palisades BID <laurie@palisadesbid.org> wrote:

HI,

Is this money from LAUSD? They owed us some money and said they would take care of it...just curious. Thanks so much

From: Adriana Velazquez [<mailto:adriana.velazquez@lacity.org>]

Sent: Monday, August 21, 2017 1:07 PM

To: Palisades BID

Cc: Thomas Nelson; Maximo Fortu; Rick Scott

Subject: 18975 Pacific Palisades Transmission Reimbursement

Good Afternoon,

Please see attached transmission sheet for available reimbursement.

Thank you,

Adriana Velazquez

City of Los Angeles

Accounting Clerk

City Clerk NBIDS section

(213)978-1109



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--

Tom Nelson
Accounting Clerk
City Clerk NBIDS section
Los Angeles

Rick Scott <rick.scott@lacity.org>

Thu, Aug 24, 2017 at 8:21 AM

To: Thomas Nelson <thomas.nelson@lacity.org>

Cc: Palisades BID <laurie@palisadesbid.org>, Adriana Velazquez <adriana.velazquez@lacity.org>, Maximo Fortu <maximo.fortu@lacity.org>

Thank you Thomas.

On Thu, Aug 24, 2017 at 8:20 AM, Thomas Nelson <thomas.nelson@lacity.org> wrote:

Hi Laurie,

This money in the transmittal that was sent was from the County Remittance.

In regards to LAUSD, they did send a check for \$606.92 which will show up in our system for next month payment.

Thomas

On Tue, Aug 22, 2017 at 8:06 AM, Palisades BID <laurie@palisadesbid.org> wrote:

HI,

Is this money from LAUSD? They owed us some money and said they would take care of it...just curious. Thanks so much

From: Adriana Velazquez [mailto:adriana.velazquez@lacity.org]
Sent: Monday, August 21, 2017 1:07 PM
To: Palisades BID
Cc: Thomas Nelson; Maximo Fortu; Rick Scott
Subject: 18975 Pacific Palisades Transmission Reimbursement

Good Afternoon,

Please see attached transmission sheet for available reimbursement.

Thank you,

Adriana Velazquez

City of Los Angeles

Accounting Clerk

City Clerk NBIDS section

[\(213\)978-1109](tel:(213)978-1109)



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--
Tom Nelson
Accounting Clerk
City Clerk NBIDS section
Los Angeles

--
Rick Scott
Neighborhood and Business Improvement District Division
Office of the City Clerk
213.978.1121 direct
213.978.1099 main
Fax 213.978.1130
Rick.Scott@lacity.org

Palisades BID <laurie@palisadesbid.org>
To: Thomas Nelson <thomas.nelson@lacity.org>

Thu, Aug 24, 2017 at 3:36 PM

5/24/2018

City of Los Angeles Mail - 18975 Pacific Palisades Transmission Reimbursement

Cc: Adriana Velazquez <adriana.velazquez@lacity.org>, Maximo Fortu <maximo.fortu@lacity.org>, Rick Scott <rick.scott@lacity.org>

Thanks so much

From: Thomas Nelson [mailto:thomas.nelson@lacity.org]
Sent: Thursday, August 24, 2017 8:20 AM
To: Palisades BID
Cc: Adriana Velazquez; Maximo Fortu; Rick Scott
Subject: Re: 18975 Pacific Palisades Transmission Reimbursement

Hi Laurie,

This money in the transmittal that was sent was from the County Remittance.

In regards to LAUSD, they did send a check for \$606.92 which will show up in our system for next month payment.

Thomas

On Tue, Aug 22, 2017 at 8:06 AM, Palisades BID <laurie@palisadesbid.org> wrote:

HI,

Is this money from LAUSD? They owed us some money and said they would take care of it...just curious.
Thanks so much

From: Adriana Velazquez [mailto:adriana.velazquez@lacity.org]
Sent: Monday, August 21, 2017 1:07 PM
To: Palisades BID
Cc: Thomas Nelson; Maximo Fortu; Rick Scott
Subject: 18975 Pacific Palisades Transmission Reimbursement

Good Afternoon,

Please see attached transmission sheet for available reimbursement.

Thank you,

Adriana Velazquez

5/24/2018

City of Los Angeles Mail - 18975 Pacific Palisades Transmission Reimbursement

City of Los Angeles

Accounting Clerk

City Clerk NBIDS section

(213)978-1109



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--

Tom Nelson
Accounting Clerk
City Clerk NBIDS section
Los Angeles



Rick Scott <rick.scott@lacity.org>

1st Q. Newsletter

2 messages

Palisades BID <laurie@palisadesbid.org>
To: Rick Scott <rick.scott@lacity.org>

Sun, Apr 29, 2018 at 10:16 AM

Thanks, Rick. I assume digital is ok

Laurie

Virus-free. www.avast.com

1st Quarter Newsletter, 2018.docx
173K

Rick Scott <rick.scott@lacity.org>
To: Palisades BID <laurie@palisadesbid.org>

Sun, Apr 29, 2018 at 10:16 AM

Yes, this is fine.

On Sun, Apr 29, 2018 at 10:16 AM Palisades BID <laurie@palisadesbid.org> wrote:

Thanks, Rick. I assume digital is ok

Laurie

Virus-free. www.avast.com

Rick Scott
Neighborhood and Business Improvement District Division
Office of the City Clerk
213.978.1121 direct
213.978.1099 main
Fax 213.978.1130
Rick.Scott@lacity.org



Rick Scott <rick.scott@lacity.org>

2nd Q newsletter

2 messages

Palisades BID <laurie@palisadesbid.org>

Thu, Jul 27, 2017 at 9:58 AM

To: Rick Scott <rick.scott@lacity.org>, Miranda Paster <miranda.paster@lacity.org>

Here is the newsletter...NOT going to send a hard copy, unless you need it.

Thanks,

Laurie

LAURIE SALE

Executive Manager,

Pacific Palisades Business Improvement District

PO Box 1792

Pacific Palisades, CA 90272

laurie@palisadesbid.org

(424)256-5733



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Newsletter - June 31, 2017 2nd Q..docx

2099K

Rick Scott <rick.scott@lacity.org>

Thu, Jul 27, 2017 at 10:00 AM

To: Palisades BID <laurie@palisadesbid.org>

Cc: Miranda Paster <miranda.paster@lacity.org>

The email attachment is good. Thank you.

On Thu, Jul 27, 2017 at 9:58 AM, Palisades BID <laurie@palisadesbid.org> wrote:

Here is the newsletter...NOT going to send a hard copy, unless you need it.

Thanks,

Laurie

LAURIE SALE

Executive Manager,

Pacific Palisades Business Improvement District

PO Box 1792

Pacific Palisades, CA 90272

laurie@palisadesbid.org

[\(424\)256-5733](tel:(424)256-5733)



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--
Rick Scott
Neighborhood and Business Improvement District Division
Office of the City Clerk
213.978.1121 direct
213.978.1099 main
Fax 213.978.1130
Rick.Scott@lacity.org



Rick Scott <rick.scott@lacity.org>

2nd Q. Report

2 messages

Palisades BID <laurie@palisadesbid.org>

Tue, Jul 25, 2017 at 6:11 PM

To: Rick Scott <rick.scott@lacity.org>, Miranda Paster <miranda.paster@lacity.org>

Hi,

Sent hard copy to City Clerk. Newsletter to follow.

Thanks,

Laurie Sale

LAURIE SALE

Executive Manager,

Pacific Palisades Business Improvement District

PO Box 1792

Pacific Palisades, CA 90272

laurie@palisadesbid.org

(424)256-5733

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172K

Rick Scott <rick.scott@lacity.org>

Tue, Jul 25, 2017 at 6:16 PM

To: Miranda Paster <miranda.paster@lacity.org>, Palisades BID <laurie@palisadesbid.org>

Thank you!

On Tue, Jul 25, 2017 at 6:11 PM Palisades BID <laurie@palisadesbid.org> wrote:

Hi,

Sent hard copy to City Clerk. Newsletter to follow.

Thanks,

Laurie Sale

LAURIE SALE

Executive Manager,

Pacific Palisades Business Improvement District

PO Box 1792

Pacific Palisades, CA 90272

laurie@palisadesbid.org

(424)256-5733



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--
Rick Scott
Neighborhood and Business Improvement District Division
Office of the City Clerk
213.978.1121 direct
213.978.1099 main
Fax 213.978.1130
Rick.Scott@lacity.org



Rick Scott <rick.scott@lacity.org>

2nd Q. Report

Palisades BID <laurie@palisadesbid.org>

Tue, Jul 25, 2017 at 6:11 PM

To: Rick Scott <rick.scott@lacity.org>, Miranda Paster <miranda.paster@lacity.org>

Hi,

Sent hard copy to City Clerk. Newsletter to follow.

Thanks,

Laurie Sale

LAURIE SALE

Executive Manager,

Pacific Palisades Business Improvement District

PO Box 1792

Pacific Palisades, CA 90272

laurie@palisadesbid.org

(424)256-5733

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172K



Rick Scott <rick.scott@lacity.org>

Business Improvement District Fund - Pacific Palisades 189.788 messages

Adriana Velazquez <adriana.velazquez@lacity.org>

Thu, Jun 22, 2017 at 10:08 AM

To: laurie@palisadesbid.com

Cc: Thomas Nelson <thomas.nelson@lacity.org>, Maximo Fortu <maximo.fortu@lacity.org>, Rick Scott <rick.scott@lacity.org>

Good morning,

Please see attached transmission sheet for available reimbursement. Have a great day!

Best Regards,

*Adriana Velazquez**City of Los Angeles
Accounting Clerk
City Clerk NBIDS section
(213)978-1109*

 PACIFICPALISADES.pdf
417K

Thomas Nelson <thomas.nelson@lacity.org>

Mon, Aug 7, 2017 at 11:29 AM

To: Rick Scott <rick.scott@lacity.org>

----- Forwarded message -----

From: **Adriana Velazquez** <adriana.velazquez@lacity.org>

Date: Thu, Jun 22, 2017 at 10:08 AM

Subject: Business Improvement District Fund - Pacific Palisades 189.78

To: laurie@palisadesbid.com

Cc: Thomas Nelson <thomas.nelson@lacity.org>, Maximo Fortu <maximo.fortu@lacity.org>, Rick Scott <rick.scott@lacity.org>

Good morning,

Please see attached transmission sheet for available reimbursement. Have a great day!

Best Regards,

*Adriana Velazquez**City of Los Angeles
Accounting Clerk
City Clerk NBIDS section
(213)978-1109*

--

Tom Nelson
Accounting Clerk
City Clerk NBIDS section
Los Angeles

 **PACIFICPALISADES.pdf**
417K

Thomas Nelson <thomas.nelson@lacity.org>
To: Rick Scott <rick.scott@lacity.org>

Mon, Aug 7, 2017 at 11:31 AM

Hi Rick,

This month we will also be sending out a transmittal in the amount of \$503.87 for them.
Thomas

On Thu, Jun 22, 2017 at 10:08 AM, Adriana Velazquez <adriana.velazquez@lacity.org> wrote:
Good morning,

Please see attached transmission sheet for available reimbursement. Have a great day!

Best Regards,

Adriana Velazquez

*City of Los Angeles
Accounting Clerk
City Clerk NBIDS section
(213)978-1109*

--

Tom Nelson
Accounting Clerk
City Clerk NBIDS section
Los Angeles

 **PACIFICPALISADES.pdf**
417K

Rick Scott <rick.scott@lacity.org>
To: Thomas Nelson <thomas.nelson@lacity.org>
Cc: Adriana Velazquez <adriana.velazquez@lacity.org>, Maximo Fortu <maximo.fortu@lacity.org>, Rosemary Hinkson <rosemary.hinkson@lacity.org>

Mon, Aug 7, 2017 at 11:32 AM

Thanks Thomas. This is what I needed.

On Mon, Aug 7, 2017 at 11:29 AM, Thomas Nelson <thomas.nelson@lacity.org> wrote:

----- Forwarded message -----
From: **Adriana Velazquez** <adriana.velazquez@lacity.org>

Date: Thu, Jun 22, 2017 at 10:08 AM

Subject: Business Improvement District Fund - Pacific Palisades 189.78

To: laurie@palisadesbid.com

Cc: Thomas Nelson <thomas.nelson@lacity.org>, Maximo Fortu <maximo.fortu@lacity.org>, Rick Scott <rick.scott@lacity.org>

Good morning,

Please see attached transmission sheet for available reimbursement. Have a great day!

Best Regards,

Adriana Velazquez

City of Los Angeles

Accounting Clerk

City Clerk NBIDS section

(213)978-1109

--

Tom Nelson

Accounting Clerk

City Clerk NBIDS section

Los Angeles

--

Rick Scott

Neighborhood and Business Improvement District Division

Office of the City Clerk

213.978.1121 direct

213.978.1099 main

Fax 213.978.1130

Rick.Scott@lacity.org

Thomas Nelson <thomas.nelson@lacity.org>

To: Rick Scott <rick.scott@lacity.org>

Mon, Aug 7, 2017 at 12:06 PM

You are welcome.

On Mon, Aug 7, 2017 at 11:32 AM, Rick Scott <rick.scott@lacity.org> wrote:

Thanks Thomas. This is what I needed.

On Mon, Aug 7, 2017 at 11:29 AM, Thomas Nelson <thomas.nelson@lacity.org> wrote:

----- Forwarded message -----

From: **Adriana Velazquez** <adriana.velazquez@lacity.org>

Date: Thu, Jun 22, 2017 at 10:08 AM

Subject: Business Improvement District Fund - Pacific Palisades 189.78

To: laurie@palisadesbid.com

Cc: Thomas Nelson <thomas.nelson@lacity.org>, Maximo Fortu <maximo.fortu@lacity.org>, Rick Scott <rick.scott@lacity.org>

Good morning,

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Best Regards,

Adriana Velazquez

City of Los Angeles

Accounting Clerk

City Clerk NBIDS section

(213)978-1109

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Tom Nelson

Accounting Clerk

City Clerk NBIDS section

Los Angeles

--

Rick Scott

Neighborhood and Business Improvement District Division

Office of the City Clerk

213.978.1121 direct

213.978.1099 main

Fax 213.978.1130

Rick.Scott@lacity.org

--

Tom Nelson

Accounting Clerk

City Clerk NBIDS section

Los Angeles

Rick Scott <rick.scott@lacity.org>
To: Leland Ford <l.ford@verizon.net>
Cc: Palisades BID <laurie@palisadesbid.org>

Mon, Aug 7, 2017 at 1:56 PM

Leland,

This is the transmittal that was sent to Laurie on June 22nd. All she needs to do is do an invoice for the funds.

Call me. I don't have your number.

Thanks.

----- Forwarded message -----

From: **Adriana Velazquez** <adriana.velazquez@lacity.org>

Date: Thu, Jun 22, 2017 at 10:08 AM

Subject: Business Improvement District Fund - Pacific Palisades 189.78

To: laurie@palisadesbid.com

Cc: Thomas Nelson <thomas.nelson@lacity.org>, Maximo Fortu <maximo.fortu@lacity.org>, Rick Scott <rick.scott@lacity.org>

Good morning,

Please see attached transmission sheet for available reimbursement. Have a great day!

Best Regards,

Adriana Velazquez

*City of Los Angeles
Accounting Clerk
City Clerk NBIDS section
(213)978-1109*

--

Rick Scott
Neighborhood and Business Improvement District Division
Office of the City Clerk
213.978.1121 direct
213.978.1099 main
Fax 213.978.1130
Rick.Scott@lacity.org



PACIFICPALISADES.pdf
417K

Palisades BID <laurie@palisadesbid.org>
To: Rick Scott <rick.scott@lacity.org>

Mon, Aug 7, 2017 at 7:56 PM

Hi,

I think the reason I never got this is, and future emails, is because it was sent to palisadesbid.**com** and the correct address is palisadesbid.**org**. Would you please ask her to make that correction? This also accounts for a bad email I was finally forwarded, late, on the last invoice.

Thanks.

Laurie

From: Rick Scott [mailto:rick.scott@lacity.org]
Sent: Monday, August 7, 2017 1:57 PM
To: Leland Ford
Cc: Palisades BID
Subject: Fwd: Business Improvement District Fund - Pacific Palisades 189.78

Leland,

5/24/2018

City of Los Angeles Mail - Business Improvement District Fund - Pacific Palisades 189.78

This is the transmittal that was sent to Laurie on June 22nd. All she needs to do is do an invoice for the funds.

Call me. I don't have your number.

Thanks.

----- Forwarded message -----

From: **Adriana Velazquez** <adriana.velazquez@lacity.org>

Date: Thu, Jun 22, 2017 at 10:08 AM

Subject: Business Improvement District Fund - Pacific Palisades 189.78

To: laurie@palisadesbid.com

Cc: Thomas Nelson <thomas.nelson@lacity.org>, Maximo Fortu <maximo.fortu@lacity.org>, Rick Scott <rick.scott@lacity.org>

Good morning,

Please see attached transmission sheet for available reimbursement. Have a great day!

Best Regards,

Adriana Velazquez

City of Los Angeles

Accounting Clerk

City Clerk NBIDS section

[\(213\)978-1109](tel:2139781109)

--

Rick Scott
Neighborhood and Business Improvement District Division

Office of the City Clerk

213.978.1121 direct

213.978.1099 main

Fax 213.978.1130

Rick.Scott@lacity.orgVirus-free. www.avast.com**PACIFICPALISADES.pdf**

417K

Rick Scott <rick.scott@lacity.org>

Mon, Aug 7, 2017 at 8:02 PM

To: Palisades BID <laurie@palisadesbid.org>Cc: Adriana Velazquez <adriana.velazquez@lacity.org>, Maximo Fortu <maximo.fortu@lacity.org>, Rosemary Hinkson <rosemary.hinkson@lacity.org>, Thomas Nelson <thomas.nelson@lacity.org>

I will take care of it.

On Mon, Aug 7, 2017 at 7:56 PM Palisades BID <laurie@palisadesbid.org> wrote:

Hi,

I think the reason I never got this is, and future emails, is because it was sent to palisadesbid.com and the correct address is palisadesbid.org. Would you please ask her to make that correction? This also accounts for a bad email I was finally forwarded, late, on the last invoice.

Thanks.

Laurie

From: Rick Scott [<mailto:rick.scott@lacity.org>]**Sent:** Monday, August 7, 2017 1:57 PM**To:** Leland Ford**Cc:** Palisades BID**Subject:** Fwd: Business Improvement District Fund - Pacific Palisades 189.78

Leland,

This is the transmittal that was sent to Laurie on June 22nd. All she needs to do is do an invoice for the funds.

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----- Forwarded message -----

From: **Adriana Velazquez** <adriana.velazquez@lacity.org>

Date: Thu, Jun 22, 2017 at 10:08 AM

Subject: Business Improvement District Fund - Pacific Palisades 189.78

To: laurie@palisadesbid.com

Cc: Thomas Nelson <thomas.nelson@lacity.org>, Maximo Fortu <maximo.fortu@lacity.org>, Rick Scott <rick.scott@lacity.org>

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Best Regards,

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City of Los Angeles

Accounting Clerk

City Clerk NBIDS section

[\(213\)978-1109](tel:2139781109)

--

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Virus-free. www.avast.com

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Rick Scott
Neighborhood and Business Improvement District Division
Office of the City Clerk
213.978.1121 direct

5/24/2018

City of Los Angeles Mail - Business Improvement District Fund - Pacific Palisades 189.78

213.978.1099 main

Fax 213.978.1130

Rick.Scott@lacity.org



Rick Scott <rick.scott@lacity.org>

Calendar of payments from the city to the BID

6 messages

Palisades BID <laurie@palisadesbid.org>

Wed, Jul 5, 2017 at 3:06 PM

To: Rick Scott <rick.scott@lacity.org>

Cc: Elliot Zorensky <ezorensky@udorealestate.com>, Leland Ford <l.ford@verizon.net>, Staci Mitchel <staci3boys@yahoo.com>

Hi Rick,

Hope all is well. We were trying to get a handle on when the city sends monies to the BID...is there a calendar?

Thanks for your help, as always,

Laurie

LAURIE SALE

Executive Manager,

Pacific Palisades Business Improvement District

PO Box 1792

Pacific Palisades, CA 90272

laurie@palisadesbid.org

(424)256-5733

Staci Mitchel <staci3boys@yahoo.com>

Wed, Jul 5, 2017 at 3:17 PM

To: Palisades BID <laurie@palisadesbid.org>, Rick Scott <rick.scott@lacity.org>

Cc: Elliot Zorensky <ezorensky@udorealestate.com>, Leland Ford <l.ford@verizon.net>

Hi Laurie & Rick,

Below are the dates and amounts that we were paid for the past two years. It looks we have collected much of what is owed to us for this year.

Date	Num	Name	Amount	
05/22/2017	12	City of Los Angeles	34,755.73	
04/21/2017	11	City of Los Angeles	1,805.89	
03/15/2017	10	City of Los Angeles	9,038.38	
02/22/2017	9	City of Los Angeles	12,537.54	
01/23/2017	8	City of Los Angeles	45,740.43	
11/19/2016	7b	City of Los Angeles	560.79	
10/15/2016	6b	City of Los Angeles	2,495.12	
08/09/2016	6B	City of Los Angeles	5,000.00	
07/12/2016	5B	City of Los Angeles	24,047.36	
06/15/2016	5	City of Los Angeles	9,698.53	
05/27/2016	4	City of Los Angeles	34,688.55	
05/27/2016	3	City of Los Angeles	0.00	
			180,368.32	

On Wednesday, July 5, 2017, 3:06:49 PM PDT, Palisades BID <laurie@palisadesbid.org> wrote:

Hi Rick,

Hope all is well. We were trying to get a handle on when the city sends monies to the BID...is there a calendar?

Thanks for your help, as always,

Laurie

LAURIE SALE

Executive Manager,

Pacific Palisades Business Improvement District

5/24/2018

City of Los Angeles Mail - Calendar of payments from the city to the BID

PO Box 1792

Pacific Palisades, CA 90272

laurie@palisadesbid.org

(424)256-5733

Rick Scott <rick.scott@lacity.org>

Wed, Jul 5, 2017 at 3:20 PM

To: Palisades BID <laurie@palisadesbid.org>

Cc: Elliot Zorensky <ezorensky@udorealestate.com>, Leland Ford <l.ford@verizon.net>, Staci Mitchel <staci3boys@yahoo.com>

Laurie,

The County sends a report to the accounting staff around the 20th of each month telling what was collected in the prior month (County remittance report).

The County submits the funds to the Controller and within 30 days the accounting staff encumbers the money and sends a transmittal to the BID advising them of the funds available.

When the BID sends back an invoice based on the transmittal requesting the funds we process it and send it to the Controller for payment (if the BID is in compliance, reporting, insurance, etc with its contract).

So basically it's once a month around the 20th.

On Wed, Jul 5, 2017 at 3:06 PM, Palisades BID <laurie@palisadesbid.org> wrote:

Hi Rick,

Hope all is well. We were trying to get a handle on when the city sends monies to the BID...is there a calendar?

Thanks for your help, as always,

Laurie

LAURIE SALE

Executive Manager,

Pacific Palisades Business Improvement District

PO Box 1792

Pacific Palisades, CA 90272

laurie@palisadesbid.org

(424)256-5733

--

Rick Scott
Neighborhood and Business Improvement District Division
Office of the City Clerk
213.978.1121 direct
213.978.1099 main
Fax 213.978.1130
Rick.Scott@lacity.org

Rick Scott <rick.scott@lacity.org>

Wed, Jul 5, 2017 at 3:58 PM

To: Maximo Fortu <maximo.fortu@lacity.org>, Thomas Nelson <thomas.nelson@lacity.org>, Adriana Velazquez <adriana.velazquez@lacity.org>

FYI

----- Forwarded message -----

From: **Rick Scott** <rick.scott@lacity.org>

Date: Wed, Jul 5, 2017 at 3:20 PM

Subject: Re: Calendar of payments from the city to the BID

To: Palisades BID <laurie@palisadesbid.org>

Cc: Elliot Zorensky <ezorensky@udorealestate.com>, Leland Ford <l.ford@verizon.net>, Staci Mitchel <staci3boys@yahoo.com>

Laurie,

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So basically it's once a month around the 20th.

On Wed, Jul 5, 2017 at 3:06 PM, Palisades BID <laurie@palisadesbid.org> wrote:

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LAURIE SALE

Executive Manager,

Pacific Palisades Business Improvement District

PO Box 1792

Pacific Palisades, CA 90272

laurie@palisadesbid.org

(424)256-5733

--

Rick Scott
Neighborhood and Business Improvement District Division
Office of the City Clerk
[213.978.1121](tel:213.978.1121) direct
[213.978.1099](tel:213.978.1099) main
Fax [213.978.1130](tel:213.978.1130)
Rick.Scott@lacity.org

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[213.978.1099](tel:213.978.1099) main
Fax [213.978.1130](tel:213.978.1130)
Rick.Scott@lacity.org

Palisades BID <laurie@palisadesbid.org>

Wed, Jul 5, 2017 at 4:26 PM

To: Rick Scott <rick.scott@lacity.org>

Cc: Elliot Zorensky <ezorensky@udorealestate.com>, Leland Ford <l.ford@verizon.net>, Staci Mitchel
<staci3boys@yahoo.com>

Thanks so much.....

From: Rick Scott [<mailto:rick.scott@lacity.org>]

Sent: Wednesday, July 5, 2017 3:21 PM

To: Palisades BID

Cc: Elliot Zorensky; Leland Ford; Staci Mitchel

Subject: Re: Calendar of payments from the city to the BID

Laurie,

The County sends a report to the accounting staff around the 20th of each month telling what was collected in the prior month (County remittance report).

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laurie@palisadesbid.org

(424)256-5733

--

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Neighborhood and Business Improvement District Division

Office of the City Clerk

213.978.1121 direct

213.978.1099 main

Fax 213.978.1130

Rick.Scott@lacity.org

Rick Scott <rick.scott@lacity.org>

Wed, Jul 5, 2017 at 4:28 PM

To: Palisades BID <laurie@palisadesbid.org>

Cc: Elliot Zorensky <ezorensky@udorealestate.com>, Leland Ford <l.ford@verizon.net>, Staci Mitchel <staci3boys@yahoo.com>

You're welcome!

On Wed, Jul 5, 2017 at 4:27 PM Palisades BID <laurie@palisadesbid.org> wrote:

Thanks so much.....

From: Rick Scott [<mailto:rick.scott@lacity.org>]

Sent: Wednesday, July 5, 2017 3:21 PM

To: Palisades BID

Cc: Elliot Zorensky; Leland Ford; Staci Mitchel

Subject: Re: Calendar of payments from the city to the BID

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Fax 213.978.1130
Rick.Scott@lacity.org



Rick Scott <rick.scott@lacity.org>

Can I please get the most current list of all the parcels and which ones have paid their assessments?

11 messages

Palisades BID <laurie@palisadesbid.org>
To: Rick Scott <rick.scott@lacity.org>
Cc: Staci Mitchel <staci3boys@yahoo.com>

Fri, Mar 16, 2018 at 2:04 PM

Receiving this digitally will really be helpful. Thanks very much...this is for our accountant. Can I also get the total from 2017?

Thanks mucho.

Laurie

Virus-free. www.avast.com

Rick Scott <rick.scott@lacity.org> Fri, Mar 16, 2018 at 2:24 PM
To: Thomas Nelson <thomas.nelson@lacity.org>, Adriana Velazquez <adriana.velazquez@lacity.org>, Maximo Fortu <maximo.fortu@lacity.org>
Cc: Shannon Hoppes <shannon.hoppes@lacity.org>, Staci Mitchel <staci3boys@yahoo.com>, Jose Flores <jose.flores@lacity.org>, Palisades BID <laurie@palisadesbid.org>, Leland Ford <l.ford@verizon.net>

Hi guys,

If the County has made this available yet, please send Pacific Palisades a 2018 paid/levied redemption report in excel and also a final paid/levied redemption report for 2017. If you have already sent that to them, please send it again.

They have probably received the government paid report by now or will shortly.

Thanks. I appreciate it!

----- Forwarded message -----

From: **Palisades BID** <laurie@palisadesbid.org>

Date: Fri, Mar 16, 2018 at 2:04 PM

Subject: Can I please get the most current list of all the parcels and which ones have paid their assessments?

To: Rick Scott <rick.scott@lacity.org>

Cc: Staci Mitchel <staci3boys@yahoo.com>

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Thanks mucho.

Laurie



Virus-free. www.avast.com

--

Rick Scott
Neighborhood and Business Improvement District Division
Office of the City Clerk
213.978.1121 direct
213.978.1099 main
Fax 213.978.1130
Rick.Scott@lacity.org

Adriana Velazquez <adriana.velazquez@lacity.org>

Fri, Mar 16, 2018 at 2:50 PM

To: Rick Scott <rick.scott@lacity.org>

Cc: Thomas Nelson <thomas.nelson@lacity.org>, Maximo Fortu <maximo.fortu@lacity.org>, Shannon Hoppes <shannon.hoppes@lacity.org>, Staci Mitchel <staci3boys@yahoo.com>, Jose Flores <jose.flores@lacity.org>, Palisades BID <laurie@palisadesbid.org>, Leland Ford <l.ford@verizon.net>

Hello to all,

Attached is the most recent report 4th Secured 2016-2017, Have a great weekend.

Adriana Velazquez

*City of Los Angeles
Accounting Clerk
City Clerk NBIDS section
(213)978-1109*

On Fri, Mar 16, 2018 at 2:24 PM, Rick Scott <rick.scott@lacity.org> wrote:

Hi guys,

If the County has made this available yet, please send Pacific Palisades a 2018 paid/levied redemption report in excel and also a final paid/levied redemption report for 2017. If you have already sent that to them, please send it again.

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[213.978.1121](tel:213.978.1121) direct
[213.978.1099](tel:213.978.1099) main
Fax [213.978.1130](tel:213.978.1130)
Rick.Scott@lacity.org



PacificPalisades 4th Secured 2016-2017.xlsx
12K

Thomas Nelson <thomas.nelson@lacity.org>

Fri, Mar 16, 2018 at 3:20 PM

To: Adriana Velazquez <adriana.velazquez@lacity.org>

Cc: Rick Scott <rick.scott@lacity.org>, Maximo Fortu <maximo.fortu@lacity.org>, Shannon Hoppes <shannon.hoppes@lacity.org>, Staci Mitchel <staci3boys@yahoo.com>, Jose Flores <jose.flores@lacity.org>, Palisades BID <laurie@palisadesbid.org>, Leland Ford <l.ford@verizon.net>

Hi all,

Attached is the 2017-2018 1st Secured report from the County.

On Fri, Mar 16, 2018 at 2:50 PM, Adriana Velazquez <adriana.velazquez@lacity.org> wrote:

Hello to all,

Attached is the most recent report 4th Secured 2016-2017, Have a great weekend.

Adriana Velazquez

City of Los Angeles

Accounting Clerk

City Clerk NBIDS section

(213)978-1109

On Fri, Mar 16, 2018 at 2:24 PM, Rick Scott <rick.scott@lacity.org> wrote:

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Cc: Staci Mitchel <staci3boys@yahoo.com>

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[213.978.1099](tel:213.978.1099) main
Fax [213.978.1130](tel:213.978.1130)
Rick.Scott@lacity.org

--

Tom Nelson
Accounting Clerk
City Clerk NBIDS section
Los Angeles



Pacific Palisades Secured 18978 1st Paid 2017-2018.xlsx
13K

Rick Scott <rick.scott@lacity.org>
To: Adriana Velazquez <adriana.velazquez@lacity.org>

Fri, Mar 16, 2018 at 3:22 PM

5/24/2018

City of Los Angeles Mail - Can I please get the most current list of all the parcels and which ones have paid their assessments?

Cc: Thomas Nelson <thomas.nelson@lacity.org>, Maximo Fortu <maximo.fortu@lacity.org>, Shannon Hoppes <shannon.hoppes@lacity.org>, Staci Mitchel <staci3boys@yahoo.com>, Jose Flores <jose.flores@lacity.org>, Palisades BID <laurie@palisadesbid.org>, Leland Ford <l.ford@verizon.net>

Thanks Adriana!

On Fri, Mar 16, 2018 at 2:50 PM, Adriana Velazquez <adriana.velazquez@lacity.org> wrote:

Hello to all,

Attached is the most recent report 4th Secured 2016-2017, Have a great weekend.

Adriana Velazquez

City of Los Angeles

Accounting Clerk

City Clerk NBIDS section

(213)978-1109

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Rick.Scott@lacity.org

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Rick Scott
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Fax [213.978.1130](tel:213.978.1130)
Rick.Scott@lacity.org

Rick Scott <rick.scott@lacity.org>

Fri, Mar 16, 2018 at 3:22 PM

To: Thomas Nelson <thomas.nelson@lacity.org>

Cc: Adriana Velazquez <adriana.velazquez@lacity.org>, Maximo Fortu <maximo.fortu@lacity.org>, Shannon Hoppes <shannon.hoppes@lacity.org>, Staci Mitchel <staci3boys@yahoo.com>, Jose Flores <jose.flores@lacity.org>, Palisades BID <laurie@palisadesbid.org>, Leland Ford <l.ford@verizon.net>

Thanks Thomas!

On Fri, Mar 16, 2018 at 3:20 PM, Thomas Nelson <thomas.nelson@lacity.org> wrote:

Hi all,

Attached is the 2017-2018 1st Secured report from the County.

On Fri, Mar 16, 2018 at 2:50 PM, Adriana Velazquez <adriana.velazquez@lacity.org> wrote:

Hello to all,

Attached is the most recent report 4th Secured 2016-2017, Have a great weekend.

Adriana Velazquez

*City of Los Angeles
Accounting Clerk
City Clerk NBIDS section
(213)978-1109*

On Fri, Mar 16, 2018 at 2:24 PM, Rick Scott <rick.scott@lacity.org> wrote:

Hi guys,

If the County has made this available yet, please send Pacific Palisades a 2018 paid/levied redemption report in excel and also a final paid/levied redemption report for 2017. If you have already sent that to them, please send it again.

They have probably received the government paid report by now or will shortly.

Thanks. I appreciate it!

----- Forwarded message -----

From: **Palisades BID** <laurie@palisadesbid.org>

Date: Fri, Mar 16, 2018 at 2:04 PM

Subject: Can I please get the most current list of all the parcels and which ones have paid their assessments?

To: Rick Scott <rick.scott@lacity.org>

Cc: Staci Mitchel <staci3boys@yahoo.com>

Receiving this digitally will really be helpful. Thanks very much...this is for our accountant. Can I also get the total from 2017?

Thanks mucho.

Laurie



Virus-free. www.avast.com

--

Rick Scott
Neighborhood and Business Improvement District Division
Office of the City Clerk
[213.978.1121](tel:213.978.1121) direct
[213.978.1099](tel:213.978.1099) main
Fax [213.978.1130](tel:213.978.1130)
Rick.Scott@lacity.org

--

Tom Nelson
Accounting Clerk
City Clerk NBIDS section
Los Angeles

--

Rick Scott
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[213.978.1099](tel:213.978.1099) main
Fax [213.978.1130](tel:213.978.1130)
Rick.Scott@lacity.org

Laurie Sale <Laurie@palisadesbid.org>
To: Rick Scott <rick.scott@lacity.org>

Fri, Mar 16, 2018 at 8:45 PM

Thanks

Check out our blog: GRANDPARENTINGPLUS.BLOGSPOT.COM

On Mar 16, 2018, at 2:24 PM, Rick Scott <rick.scott@lacity.org> wrote:

Hi guys,

5/24/2018

City of Los Angeles Mail - Can I please get the most current list of all the parcels and which ones have paid their assessments?

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Fax 213.978.1130
Rick.Scott@lacity.org

Laurie Sale <Laurie@palisadesbid.org>
To: Rick Scott <rick.scott@lacity.org>

Mon, Mar 19, 2018 at 6:05 PM

Following up. Thanks Rick

Check out our blog: GRANDPARENTINGPLUS.BLOGSPOT.COM

On Mar 16, 2018, at 8:45 PM, Laurie Sale <Laurie@Palisadesbid.org> wrote:

Thanks

Check out our blog: GRANDPARENTINGPLUS.BLOGSPOT.COM

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213.978.1099 main
Fax 213.978.1130
Rick.Scott@lacity.org

Rick Scott <rick.scott@lacity.org>
To: Laurie Sale <Laurie@palisadesbid.org>

Mon, Mar 19, 2018 at 6:49 PM

You got the information right?

On Mon, Mar 19, 2018 at 6:05 PM, Laurie Sale <Laurie@palisadesbid.org> wrote:

Following up. Thanks Rick

Check out our blog: GRANDPARENTINGPLUS.BLOGSPOT.COM

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Fax 213.978.1130
Rick.Scott@lacity.org

Palisades BID <laurie@palisadesbid.org>
To: Rick Scott <rick.scott@lacity.org>

Mon, Mar 19, 2018 at 8:04 PM

Just saw it in my inbox...sorry

From: Rick Scott [mailto:rick.scott@lacity.org]
Sent: Monday, March 19, 2018 6:50 PM
To: Laurie Sale
Subject: Re: Can I please get the most current list of all the parcels and which ones have paid their assessments?

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Following up. Thanks Rick

Check out our blog: GRANDPARENTINGPLUS.BLOGSPOT.COM

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Check out our blog: GRANDPARENTINGPLUS.BLOGSPOT.COM

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Fax [213.978.1130](tel:213.978.1130)

Rick.Scott@lacity.org

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[213.978.1121](tel:213.978.1121) direct

5/24/2018

City of Los Angeles Mail - Can I please get the most current list of all the parcels and which ones have paid their assessments?

213.978.1099 main

Fax 213.978.1130

Rick.Scott@lacity.org

Rick Scott <rick.scott@lacity.org>
To: Palisades BID <laurie@palisadesbid.org>

Mon, Mar 19, 2018 at 9:12 PM

No problem, thanks!

On Mon, Mar 19, 2018 at 8:04 PM Palisades BID <laurie@palisadesbid.org> wrote:

Just saw it in my inbox...sorry

From: Rick Scott [<mailto:rick.scott@lacity.org>]

Sent: Monday, March 19, 2018 6:50 PM

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5/24/2018

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5/24/2018

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Fax 213.978.1130
Rick.Scott@lacity.org



Rick Scott <rick.scott@lacity.org>

Copy of invoice going into tomorrow's mails (8-9-17)

1 message

Palisades BID <laurie@palisadesbid.org>

Tue, Aug 8, 2017 at 8:47 PM

To: Miranda Paster <miranda.paster@lacity.org>, Rick Scott <rick.scott@lacity.org>

Thanks



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Invoice #17-7 City of Los Angeles August 8 2017.docx
170K



Rick Scott <rick.scott@lacity.org>

Delinquent parcel number

5 messages

Laurie Sale <Laurie@palisadesbid.org>
To: Rick Scott <rick.scott@lacity.org>

Thu, Nov 30, 2017 at 7:52 PM

Hi Rick

Would you check into this for us? We sent a note to caruso's people, because we were told it's their parcel and never heard back. Would you please verify if it's still outstanding and the amount? Thanks again,
Laurie

Parcel # [4423-017-008](#)Check out our blog: GRANDPARENTINGPLUS.BLOGSPOT.COM

Rick Scott <rick.scott@lacity.org>
To: Laurie Sale <Laurie@palisadesbid.org>

Thu, Nov 30, 2017 at 7:54 PM

I'll check it on Friday morning.

On Thu, Nov 30, 2017 at 7:52 PM, Laurie Sale <Laurie@palisadesbid.org> wrote:

Hi Rick

Would you check into this for us? We sent a note to caruso's people, because we were told it's their parcel and never heard back. Would you please verify if it's still outstanding and the amount? Thanks again,
Laurie

Parcel # [4423-017-008](#)Check out our blog: GRANDPARENTINGPLUS.BLOGSPOT.COM

--

Rick Scott
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213.978.1121 direct
213.978.1099 main
Fax 213.978.1130
Rick.Scott@lacity.org

Rick Scott <rick.scott@lacity.org>
To: Laurie Sale <Laurie@palisadesbid.org>

Fri, Dec 1, 2017 at 7:34 AM

Cc: Dennis Rader <dennis.rader@lacity.org>, Maximo Fortu <maximo.fortu@lacity.org>, Jose Flores <jose.flores@lacity.org>, Thomas Nelson <thomas.nelson@lacity.org>, Adriana Velazquez <adriana.velazquez@lacity.org>

Laurie,

Our records indicate that parcel APN 4423017008 belongs to Pacific Palisades Community United Methodist Church (see attachment).

Please check the paid/levied reports that have been sent to the BID by accounting for its payment status.

Thank you.

On Thu, Nov 30, 2017 at 7:52 PM, Laurie Sale <Laurie@palisadesbid.org> wrote:

Hi Rick

Would you check into this for us? We sent a note to caruso's people, because we were told it's their parcel and never heard back Would you please verify if it's still outstanding and the amount? Thanks again,
Laurie

Parcel # [4423-017-008](#)

Check out our blog: GRANDPARENTINGPLUS.BLOGSPOT.COM

--

Rick Scott
Neighborhood and Business Improvement District Division
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213.978.1099 main
Fax 213.978.1130
Rick.Scott@lacity.org



Pacific Palisades Community United Methodist Church APN 4423017008.pdf
102K

Palisades BID <laurie@palisadesbid.org>
To: Rick Scott <rick.scott@lacity.org>

Fri, Dec 1, 2017 at 10:43 AM

thanks

From: Rick Scott [mailto:rick.scott@lacity.org]
Sent: Friday, December 1, 2017 7:35 AM
To: Laurie Sale
Cc: Dennis Rader; Maximo Fortu; Jose Flores; Thomas Nelson; Adriana Velazquez
Subject: Re: Delinquent parcel number

Laurie,

Our records indicate that parcel APN 4423017008 belongs to Pacific Palisades Community United Methodist Church (see attachment).

Please check the paid/levied reports that have been sent to the BID by accounting for its payment status.

Thank you.

On Thu, Nov 30, 2017 at 7:52 PM, Laurie Sale <Laurie@palisadesbid.org> wrote:

Hi Rick

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Laurie

Parcel # [4423-017-008](#)

Check out our blog: GRANDPARENTINGPLUS.BLOGSPOT.COM

--

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213.978.1099 main

Fax 213.978.1130

Rick.Scott@lacity.org



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Palisades BID <laurie@palisadesbid.org>

To: Rick Scott <rick.scott@lacity.org>

Fri, Dec 1, 2017 at 10:51 AM

thanks

From: Rick Scott [<mailto:rick.scott@lacity.org>]

Sent: Friday, December 1, 2017 7:35 AM

To: Laurie Sale

Cc: Dennis Rader; Maximo Fortu; Jose Flores; Thomas Nelson; Adriana Velazquez

Subject: Re: Delinquent parcel number

Laurie,

Our records indicate that parcel APN 4423017008 belongs to Pacific Palisades Community United Methodist Church (see attachment).

Please check the paid/levied reports that have been sent to the BID by accounting for its payment status.

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Fax 213.978.1130

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Rick Scott <rick.scott@lacity.org>

First Quarter Report

4 messages

Palisades BID <laurie@palisadesbid.org>
To: Rick Scott <rick.scott@lacity.org>

Sat, Apr 28, 2018 at 9:58 AM

Please let me know if I should also mail a copy to Holly Wolcott

Thanks.

Virus-free. www.avast.com

1st Quarter 2018 Report.docx
173K

Rick Scott <rick.scott@lacity.org>
To: Palisades BID <laurie@palisadesbid.org>

Sat, Apr 28, 2018 at 10:00 AM

No, you do not. This is fine. Thanks.

On Sat, Apr 28, 2018 at 9:58 AM Palisades BID <laurie@palisadesbid.org> wrote:

Please let me know if I should also mail a copy to Holly Wolcott

Thanks.

Virus-free. www.avast.com

--
Rick Scott
Neighborhood and Business Improvement District Division
Office of the City Clerk
213.978.1121 direct
213.978.1099 main
Fax 213.978.1130
Rick.Scott@lacity.org

Laurie Sale <Laurie@palisadesbid.org>
To: Rick Scott <rick.scott@lacity.org>

Sat, Apr 28, 2018 at 12:21 PM

Newsletter to follow. Go enjoy your weekend!!!!

Check out our blog: GRANDPARENTINGPLUS.BLOGSPOT.COM

On Apr 28, 2018, at 10:00 AM, Rick Scott <rick.scott@lacity.org> wrote:

No, you do not. This is fine. Thanks.

On Sat, Apr 28, 2018 at 9:58 AM Palisades BID <laurie@palisadesbid.org> wrote:

Please let me know if I should also mail a copy to Holly Wolcott

Thanks.



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--
Rick Scott
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Office of the City Clerk
213.978.1121 direct
213.978.1099 main
Fax 213.978.1130
Rick.Scott@lacity.org

Rick Scott <rick.scott@lacity.org>
To: Laurie Sale <Laurie@palisadesbid.org>

Sat, Apr 28, 2018 at 12:38 PM

Thanks, you too!

On Sat, Apr 28, 2018 at 12:21 PM Laurie Sale <Laurie@palisadesbid.org> wrote:
Newsletter to follow. Go enjoy your weekend!!!!

Check out our blog: GRANDPARENTINGPLUS.BLOGSPOT.COM

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Rick Scott <rick.scott@lacity.org>

Found the paper with questions I was looking for...aha

4 messages

Palisades BID <laurie@palisadesbid.org>
To: Rick Scott <rick.scott@lacity.org>
Cc: Staci Mitchel <staci3boys@yahoo.com>

Sat, Nov 18, 2017 at 8:47 AM

Hi Rick,

I now found the paper with questions I was looking for:

Our bookkeeper says we have an uncollected assessment of about 755....do you know if that was ever rec'd or how we can go about getting it? I'll have Staci put in the AIN number when she returns after Thanksgiving....and we can follow up then.

Also, just to clarify, on our books, we should put the amount that LAUSD isn't paying us (about 8500) into uncollected/slow pay? Is that correct? Again, after the holidays, our financial group will convene and try to make sense of all of this stuff, and I'll be sharing the LAUSD info you sent to me. Thanks again for that.

Let me know if the annual report is finally correct or if I still need to fix things. I sent you info on a separate email last nite.

Happy Gobble Gobble to you.

Virus-free. www.avast.com

Rick Scott <rick.scott@lacity.org>
To: Palisades BID <laurie@palisadesbid.org>
Cc: Staci Mitchel <staci3boys@yahoo.com>

Sat, Nov 18, 2017 at 12:32 PM

Laurie,

I won't be able to check on the uncollected assessment until Monday. I also want to check with Miranda about where the LAUSD item should be included in the annual report.

Thanks.

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Fax 213.978.1130
Rick.Scott@lacity.org

Palisades BID <laurie@palisadesbid.org>
To: Rick Scott <rick.scott@lacity.org>

Sat, Nov 18, 2017 at 4:31 PM

thanks

From: Rick Scott [<mailto:rick.scott@lacity.org>]
Sent: Saturday, November 18, 2017 12:32 PM
To: Palisades BID
Cc: Staci Mitchel
Subject: Re: Found the paper with questions I was looking for...aha

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Fax 213.978.1130

Rick.Scott@lacity.org

Rick Scott <rick.scott@lacity.org>

Sat, Nov 18, 2017 at 7:24 PM

To: Thomas Nelson <thomas.nelson@lacity.org>

Cc: Adriana Velazquez <adriana.velazquez@lacity.org>, Palisades BID <laurie@palisadesbid.org>, Staci Mitchel <staci3boys@yahoo.com>

Thomas/Adriana,
I need for you to help me check on this assessment next week.
Thanks.

----- Forwarded message -----

From: Palisades BID <laurie@palisadesbid.org>
Date: Sat, Nov 18, 2017 at 8:47 AM
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To: Rick Scott <rick.scott@lacity.org>
CC: Staci Mitchel <staci3boys@yahoo.com>

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I now found the paper with questions I was looking for:

Our bookkeeper says we have an uncollected assessment of about 755....do you know if that was ever rec'd or how we can go about getting it? I'll have Staci put in the AIN number when she returns after Thanksgiving....and we can follow up then.

Also, just to clarify, on our books, we should put the amount that LAUSD isn't paying us (about 8500) into uncollected/slow pay? Is that correct? Again, after the holidays, our financial group will convene and try to make sense of all of this stuff, and I'll be sharing the LAUSD info you sent to me. Thanks again for that.

Let me know if the annual report is finally correct or if I still need to fix things. I sent you info on a separate email last nite.

Happy Gobble Gobble to you.



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--

Rick Scott
Neighborhood and Business Improvement District Division
Office of the City Clerk
213.978.1121 direct
213.978.1099 main
Fax 213.978.1130
Rick.Scott@lacity.org



Rick Scott <rick.scott@lacity.org>

FW: BID Financials

5 messages

Palisades BID <laurie@palisadesbid.org>
To: Rick Scott <rick.scott@lacity.org>

Tue, Feb 6, 2018 at 4:13 PM

Please see what Elliot wrote to me today....I've been out of town, so am forwarding this to you. I'll be around in am or today, but our board meeting is tomorrow at 8:30. Thanks

From: Elliot Zorensky [mailto:ezorensky@udorealestate.com]
Sent: Tuesday, February 6, 2018 10:01 AM
To: Palisades BID
Cc: Staci Mitchel; Leland Ford
Subject: RE: BID Financials

Laurie, I think you need to ask our contact in the city why nearly 8.5% was taken out when the percentage is to be 3%. Also does the city take out there 3% on the funds not received? Specifically the lack of payment from the LAUSD. My bet is yes they still take their 3% and I want it back from the city. Tell our guy to get us whole

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Rick Scott <rick.scott@lacity.org>

Tue, Feb 6, 2018 at 6:03 PM

To: Palisades BID <laurie@palisadesbid.org>
Cc: Elliot Zorensky <ezorensky@udorealestate.com>, Staci Mitchel <staci3boys@yahoo.com>, Leland Ford <l.ford@verizon.net>, Shannon Hoppes <shannon.hoppes@lacity.org>, Dennis Rader <dennis.rader@lacity.org>, Jose Flores <jose.flores@lacity.org>, Maximo Fortu <maximo.fortu@lacity.org>, Thomas Nelson <thomas.nelson@lacity.org>, Adriana Velazquez <adriana.velazquez@lacity.org>

Hi Laurie.

3% of \$143,381.29 is \$4,301.44.

According to your BID's 2018 Annual Planning Report (see the last page of the attachment 'Pacific Palisades 2018 APR') that your Board approved on November 1, 2017, your total assessment for 2018 is \$143,381.29.

This the amount that we placed on the County's tax rolls (and direct-billed for the parcels like publicly-owned property that can't be placed on the tax rolls) for 2018.

The 1st disbursement to the BID for 2018 (see attachment 'Pacific Palisades 2018 1st disbursement') shows that \$4,299.59 was charged as the 2018 recovered cost in accordance Section 6.1.A (page 6) of the Pacific Palisades contract (C-126902) with the City located at:

http://clkrep.lacity.org/onlinecontracts/2015/C-126902_c_12-21-15.pdf

This same attachment ('Pacific Palisades 2018 1st disbursement') shows what the County estimates to be approximately 40% of what will be collected in the 1st installment of what was placed on the 2018 tax rolls for the BID (County

Remittance 12/20/2017). This is the County's policy for every assessment placed on the tax rolls in case not all assessments are paid. The full amount will be paid to the BID during the year but this prevents the County from having to ask for the money back from the BID if not all assessments are paid.

The "County Remittance 12/20/2017" doesn't account for what can't be placed on the tax rolls and is direct-billed by our office nor for the 2nd installment of the 2018 property taxes that the County will bill the parcels in your BID later in the Spring of 2018.

Each month the BID receives a transmittal like this that will show what has been collected by the County and what is collected by our office for that time period. That amount is what the BID should invoice to the City.

Our office direct-bills LAUSD for the amount that your management plan assesses their property in your BID annually.

Per Section 14 (page 10) of the BID's contract with the City, the BID is not part of the City. The direct-bills our office sends to LAUSD for their property in the BID are not owed to the City and are not City bills. We ask them to pay their assessment but if LAUSD is not paying what they owe to the BID, the BID may contact LAUSD directly concerning the payment of their assessment.

Please contact me if you have any questions.

Thank you.

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From: Elliot Zorensky [mailto:ezorensky@udorealestate.com]
Sent: Tuesday, February 6, 2018 10:01 AM
To: Palisades BID
Cc: Staci Mitchel; Leland Ford
Subject: RE: BID Financials


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Rick.Scott@lacity.org

2 attachments

 **Pacific Palisades 2018 APR 15-0460_rpt_CLK_12-04-2017.pdf**
310K

 **Pacific Palisades 2018 1st disbursement 57V_Pacific_Palisades.pdf**
81K

Palisades BID <laurie@palisadesbid.org>
To: Rick Scott <rick.scott@lacity.org>

Tue, Feb 6, 2018 at 6:28 PM

Thanks, Rick.

From: Rick Scott [mailto:rick.scott@lacity.org]

Sent: Tuesday, February 6, 2018 6:03 PM

To: Palisades BID

Cc: Elliot Zorensky; Staci Mitchel; Leland Ford; Shannon Hoppes; Dennis Rader; Jose Flores; Maximo Fortu; Thomas Nelson; Adriana Velazquez

Subject: Re: FW: BID Financials

Hi Laurie.

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Subject: RE: BID Financials

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Rick.Scott@lacity.org

Rick Scott <rick.scott@lacity.org>
To: Palisades BID <laurie@palisadesbid.org>

Tue, Feb 6, 2018 at 6:42 PM

You're welcome Laurie.

On Tue, Feb 6, 2018 at 6:28 PM, Palisades BID <laurie@palisadesbid.org> wrote:

Thanks, Rick.

From: Rick Scott [<mailto:rick.scott@lacity.org>]

Sent: Tuesday, February 6, 2018 6:03 PM

To: Palisades BID

Cc: Elliot Zorensky; Staci Mitchel; Leland Ford; Shannon Hoppes; Dennis Rader; Jose Flores; Maximo Fortu; Thomas Nelson; Adriana Velazquez

Subject: Re: FW: BID Financials

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Rick.Scott@lacity.org

Rick Scott <rick.scott@lacity.org>
To: Dennis Rader <dennis.rader@lacity.org>

Wed, Feb 7, 2018 at 3:47 PM

----- Forwarded message -----

From: **Rick Scott** <rick.scott@lacity.org>

Date: Tue, Feb 6, 2018 at 6:03 PM

Subject: Re: FW: BID Financials

To: Palisades BID <laurie@palisadesbid.org>

Cc: Elliot Zorensky <ezorensky@udorealestate.com>, Staci Mitchel <staci3boys@yahoo.com>, Leland Ford <l.ford@verizon.net>, Shannon Hoppes <shannon.hoppes@lacity.org>, Dennis Rader <dennis.rader@lacity.org>, Jose Flores <jose.flores@lacity.org>, Maximo Fortu <maximo.fortu@lacity.org>, Thomas Nelson <thomas.nelson@lacity.org>, Adriana Velazquez <adriana.velazquez@lacity.org>

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From: Elliot Zorensky [mailto:ezorensky@udorealestate.com]

Sent: Tuesday, February 6, 2018 10:01 AM

To: Palisades BID

Cc: Staci Mitchel; Leland Ford

Subject: RE: BID Financials

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--
Rick Scott
Neighborhood and Business Improvement District Division
Office of the City Clerk

5/24/2018

City of Los Angeles Mail - FW: BID Financials

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2 attachments



Pacific Palisades 2018 APR 15-0460_rpt_CLK_12-04-2017.pdf
310K



Pacific Palisades 2018 1st disbursement 57V_Pacific_Palisades.pdf
81K



Rick Scott <rick.scott@lacity.org>

FW: FW: Delinquent parcel number

Palisades BID <laurie@palisadesbid.org>

Thu, Mar 22, 2018 at 1:20 PM

To: Rick Scott <rick.scott@lacity.org>

Hi again, Rick,

The rep from the Methodist Church, just sent me this regarding the past due assessment for the parcel owned by the church:

churches are exempt from property tax as long as the church uses the property for "religious" purposes and not for profit making. I can check into this with the church administrative staff but I'm not clear on just what would trigger a tax-exempt church to be billed for a parcel assessment. Can you provide more information?

Other than saying that all properties within the district are assessed and given services, is there another, better answer?

Thanks again,

Laurie

From: Rick Scott [<mailto:rick.scott@lacity.org>]**Sent:** Friday, December 1, 2017 7:35 AM**To:** Laurie Sale**Cc:** Dennis Rader; Maximo Fortu; Jose Flores; Thomas Nelson; Adriana Velazquez**Subject:** Re: Delinquent parcel number

Laurie,

Our records indicate that parcel APN 4423017008 belongs to Pacific Palisades Community United Methodist Church (see attachment).

Please check the paid/levied reports that have been sent to the BID by accounting for its payment status.

Thank you.

On Thu, Nov 30, 2017 at 7:52 PM, Laurie Sale <Laurie@palisadesbid.org> wrote:

Hi Rick

Would you check into this for us? We sent a note to caruso's people, because we were told it's their parcel and never heard back. Would you please verify if it's still outstanding and the amount? Thanks again,
Laurie

Parcel # 4423-017-008

Check out our blog: GRANDPARENTINGPLUS.BLOGSPOT.COM

--

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Rick Scott <rick.scott@lacity.org>

FW: Insurance Certificate Approved for Pacific Palisades Business Improvement District, Inc.

3 messages

Palisades BID <laurie@palisadesbid.org>
To: Rick Scott <rick.scott@lacity.org>

Thu, Feb 1, 2018 at 7:14 AM

DONE!!!!

-----Original Message-----

From: Michael Solum [mailto:mike@paliinsurance.com]

Sent: Wednesday, January 31, 2018 5:31 PM

To: 'Elliot Zorensky'

Cc: laurie@palisadesbid.org; Meghan Middleton

Subject: FW: Insurance Certificate Approved for Pacific Palisades Business Improvement District, Inc.

Eliot,

See below, certificate was submitted successfully.

Thanks,
Mike

-----Original Message-----

From: cao.riskmgmt@lacity.org [mailto:cao.riskmgmt@lacity.org]

Sent: Wednesday, January 31, 2018 4:49 PM

To: ezorensky@udorealestate.comCc: Michael Solum <mike@paliinsurance.com>

Subject: Insurance Certificate Approved for Pacific Palisades Business Improvement District, Inc.

Michael Solum,

The insurance submitted on behalf of your client is approved. It meets the minimum insurance requirements of Track4LA, The City of Los Angeles Insurance and Bond Internet Tracking System.

Pacific Palisades Business Improvement District, Inc.

Certificate Approval (CA) #131149

Certificate link :

<http://track4la.lacity.org:80/DataServlet2010?action=7&is2010=true&formid=131149&type=2010&emallink=6131149>

Please Note: Your client must comply with the insurance provisions of the contract, permit, lease or other agreement they have with the City of Los Angeles, the requirements of which may be greater than the minimum requirements of Track4LA(r). Your client's compliance is subject to audit and/or production of the insurance policies providing the required coverages.

Willful avoidance of financial responsibilities may subject the violator(s) to civil and criminal liabilities under the law, including but not limited to California False Claims Act, Government Code Section 12650 et seq.

Thank you for submitting your insurance and/or bond document.

The City of Los Angeles has implemented Track4LA(r), The Self Service Insurance Compliance Network to better serve the business community. It provides 24 hours/7 days a week instant electronic insurance approvals on the industry ACORD 25 insurance certificate. Please take a moment to visit the new Track4LA(r) Home Page to learn more about the system.

Insurance brokers may register to use the system from the Home Page.

<http://Track4LA.lacity.org>

Please contact us at (213) 978-7475 with any questions regarding Track4LA(r).

If you are working with the Port of Los Angeles, please contact us at (310) 732-3758.

This email has been checked for viruses by Avast antivirus software.

<https://www.avast.com/antivirus>

Rick Scott <rick.scott@lacity.org>
To: Palisades BID <laurie@palisadesbid.org>

Thu, Feb 1, 2018 at 7:21 AM

I already got it this morning and processed your invoice an hour ago.

Please do me a favor. With the next invoice please include the transmittal sent from accounting to you. It really helps speed things along.

Thanks.

On Thu, Feb 1, 2018 at 7:14 AM, Palisades BID <laurie@palisadesbid.org> wrote:

DONE!!!!

-----Original Message-----

From: Michael Solum [mailto:mike@paliinsurance.com]

Sent: Wednesday, January 31, 2018 5:31 PM

To: 'Eliot Zorensky'

Cc: laurie@palisadesbid.org; Meghan Middleton

Subject: FW: Insurance Certificate Approved for Pacific Palisades Business Improvement District, Inc.

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Rick.Scott@lacity.org

Palisades BID <laurie@palisadesbid.org>
To: Rick Scott <rick.scott@lacity.org>

Thu, Feb 1, 2018 at 10:48 AM

Will do...thanks, Rick

From: Rick Scott [mailto:rick.scott@lacity.org]
Sent: Thursday, February 1, 2018 7:21 AM

To: Palisades BID

Subject: Re: FW: Insurance Certificate Approved for Pacific Palisades Business Improvement District, Inc.

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5/24/2018

City of Los Angeles Mail - FW: Insurance Certificate Approved for Pacific Palisades Business Improvement District, Inc.

Willful avoidance of financial responsibilities may subject the violator(s) to civil and criminal liabilities under the law, including but not limited to California False Claims Act, Government Code Section 12650 et seq.

Thank you for submitting your insurance and/or bond document. The City of Los Angeles has implemented Track4LA(r), The Self Service Insurance Compliance Network to better serve the business community. It provides 24 hours/7 days a week instant electronic insurance approvals on the industry ACORD 25 insurance certificate. Please take a moment to visit the new Track4LA(r) Home Page to learn more about the system.

Insurance brokers may register to use the system from the Home Page.

<http://Track4LA.lacity.org>

Please contact us at (213) 978-7475 with any questions regarding Track4LA(r).

If you are working with the Port of Los Angeles, please contact us at (310) 732-3758.

This email has been checked for viruses by Avast antivirus software.

<https://www.avast.com/antivirus>

--

Rick Scott
Neighborhood and Business Improvement District Division

Office of the City Clerk

213.978.1121 direct

213.978.1099 main

Fax 213.978.1130

Rick.Scott@lacity.org



Virus-free. www.avast.com



Rick Scott <rick.scott@lacity.org>

Here are two duplicate invoices that I sent out previously, on the dates on the invoices

1 message

Palisades BID <laurie@palisadesbid.org>

Mon, Aug 7, 2017 at 6:36 PM

To: Rick Scott <rick.scott@lacity.org>, Miranda Paster <miranda.paster@lacity.org>

Cc: "Elliot Zorensky:" <Ezorensky@udorealestate.com>, Susan Carroll <susan@giftgardenantiques.com>, Lee Ford <l.ford@verizon.net>

I'm going to send hard copies again today, but also sending them to you via this email. Thanks so much

Laurie

LAURIE SALE

Executive Manager,

Pacific Palisades Business Improvement District

PO Box 1792

Pacific Palisades, CA 90272

laurie@palisadesbid.org

(424)256-5733

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2 attachments

**Invoice #17-5 City of Los Angeles May 2017.docx**
170K**Invoice #17-6 City of Los Angeles August 2017 (2).docx**
170K



Rick Scott <rick.scott@lacity.org>

Here is the 4th Q report

Palisades BID <laurie@palisadesbid.org>

Tue, Mar 27, 2018 at 8:44 PM

To: Rick Scott <rick.scott@lacity.org>

Cc: Miranda Paster <miranda.paster@lacity.org>

Dear Rick and Miranda,

Thanks for the extension. It was super necessary as I've been staying at the hospital since last week, with my youngest grandson, who finally, thank goodness, went home TODAY.

Will snail mail the original signed copy in the am

All best,

Laurie

LAURIE SALE

Executive Manager,

Pacific Palisades Business Improvement District

PO Box 1792

Pacific Palisades, CA 90272

laurie@palisadesbid.org

(424)256-5733

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173K



Rick Scott <rick.scott@lacity.org>

I can't log onto the portal...

12 messages

Laurie Sale <rehabitat@verizon.net>
To: Rick Scott <rick.scott@lacity.org>

Wed, Nov 15, 2017 at 8:43 AM

Says my password is incorrect, and although I've requested to send me a password update...nothing come to my email address. HELP

Thanks

I also have a couple of questions about the budget line items, and I need some help please.

Thanks

Laurie Sale



"The opposite of Love is not Hate, it's Indifference." Elie Wiesel

310.365.5123(c) - 310.573-0226 (f)

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5/24/2018

City of Los Angeles Mail - I can't log onto the portal...

Rick Scott <rick.scott@lacity.org>
To: Dennis Hoang <dennis.hoang@lacity.org>
Cc: Palisades BID <laurie@palisadesbid.org>

Wed, Nov 15, 2017 at 1:57 PM

Can you assist the Pacific Palisades BID. They're having all kinds of problems I can't help them with. Thanks.

----- Forwarded message -----

From: Laurie Sale <rehabitat@verizon.net>
Date: Wed, Nov 15, 2017 at 8:43 AM
Subject: I can't log onto the portal...
To: Rick Scott <rick.scott@lacity.org>


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I also have a couple of questions about the budget line items, and I need some help please.

Thanks

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Fax 213.978.1130
Rick.Scott@lacity.org

image003.jpg
8K



Dennis Hoang <dennis.hoang@lacity.org>
To: Rick Scott <rick.scott@lacity.org>
Cc: Palisades BID <laurie@palisadesbid.org>

Wed, Nov 15, 2017 at 2:09 PM

Hi Laurie,

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Dennis Hoang
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[200 N. Spring Street Rm. 232](mailto:200.N.Spring.Street.Rm.232@lacity.org)
[Los Angeles, CA 90012](mailto:LosAngeles.CA.90012@lacity.org)
[213.978.0347](tel:213.978.0347)

Dennis Hoang <dennis.hoang@lacity.org>
To: Rick Scott <rick.scott@lacity.org>
Cc: Palisades BID <laurie@palisadesbid.org>

Wed, Nov 15, 2017 at 2:16 PM

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Dennis Hoang <dennis.hoang@lacity.org>
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Rick Scott <rick.scott@lacity.org>
To: Dennis Hoang <dennis.hoang@lacity.org>
Cc: Palisades BID <laurie@palisadesbid.org>

Thu, Nov 16, 2017 at 4:06 AM

Thanks Dennis.

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5/24/2018

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Rick.Scott@lacity.org

Palisades BID <laurie@palisadesbid.org>
To: Rick Scott <rick.scott@lacity.org>

Thu, Nov 16, 2017 at 8:33 AM

Hi,Are you around today....have a couple of budget issues I need to clarify...maybe in about 10 min?

From: Rick Scott [mailto:rick.scott@lacity.org]
Sent: Thursday, November 16, 2017 4:07 AM
To: Dennis Hoang
Cc: Palisades BID
Subject: Re: I can't log onto the portal...

Thanks Dennis.

On Wed, Nov 15, 2017 at 2:49 PM, Dennis Hoang <dennis.hoang@lacity.org> wrote:

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5/24/2018

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Rick.Scott@lacity.org

Palisades BID <laurie@palisadesbid.org>

Thu, Nov 16, 2017 at 4:57 PM

To: Dennis Hoang <dennis.hoang@lacity.org>, Rick Scott <rick.scott@lacity.org>

Hi,

I've input everything, but the last page, before the letter to the City Clerk, it won't save. I've added optional comments three times and it won't save and move me to the last page. HELP !!!!

Thanks,

Laurie

From: Dennis Hoang [mailto:dennis.hoang@lacity.org]

Sent: Wednesday, November 15, 2017 2:37 PM

To: Rick Scott

Cc: Palisades BID

Subject: Re: I can't log onto the portal...

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5/24/2018

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Los Angeles, CA 90012

213.978.0347

Rick Scott <rick.scott@lacity.org>
To: Dennis Hoang <dennis.hoang@lacity.org>

Thu, Nov 16, 2017 at 4:59 PM

FYI...

----- Forwarded message -----

From: Palisades BID <laurie@palisadesbid.org>

Date: Thu, Nov 16, 2017 at 4:57 PM

Subject: RE: I can't log onto the portal...

To: Dennis Hoang <dennis.hoang@lacity.org>, Rick Scott <rick.scott@lacity.org>

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Date: Wed, Nov 15, 2017 at 8:43 AM

Subject: I can't log onto the portal...

To: Rick Scott <rick.scott@lacity.org>

Says my password is incorrect, and although I've requested to send me a password update...nothing come to my email address. HELP

Thanks

I also have a couple of questions about the budget line items, and I need some help please.

Thanks

Laurie Sale

"The opposite of Love is not Hate, it's Indifference." Elie Wiesel

310.365.5123(c) - 310.573-0226 (f)

CHECK OUT OUR GRANDPARENTING BLOG – <http://grandparentingplus.blogspot.com>



Virus-free. www.avast.com

--

Rick Scott
Neighborhood and Business Improvement District Division

Office of the City Clerk

[213.978.1121](tel:213.978.1121) direct

5/24/2018

City of Los Angeles Mail - I can't log onto the portal...

[213.978.1099](tel:213.978.1099) main

Fax [213.978.1130](tel:213.978.1130)

Rick.Scott@lacity.org

--

Dennis Hoang

Office of the City Clerk, Systems

200 N. Spring Street Rm. 232

Los Angeles, CA 90012

[213.978.0347](tel:213.978.0347)

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Fax 213.978.1130
Rick.Scott@lacity.org

Palisades BID <laurie@palisadesbid.org>

Fri, Nov 17, 2017 at 7:51 AM

To: Dennis Hoang <dennis.hoang@lacity.org>, Rick Scott <rick.scott@lacity.org>Cc: Palisades BID <laurie@palisadesbid.org>

Any help greatly appreciated. I need to finish this today, please. Thanks

From: Palisades BID [<mailto:laurie@palisadesbid.org>]

Sent: Thursday, November 16, 2017 4:57 PM**To:** 'Dennis Hoang'; 'Rick Scott'**Subject:** RE: I can't log onto the portal...

Hi,

I've input everything, but the last page, before the letter to the City Clerk, it won't save. I've added optional comments three times and it won't save and move me to the last page. HELP !!!!

Thanks,

Laurie

From: Dennis Hoang [<mailto:dennis.hoang@lacity.org>]

Sent: Wednesday, November 15, 2017 2:37 PM**To:** Rick Scott**Cc:** Palisades BID**Subject:** Re: I can't log onto the portal...

Hi Laurie,

Many apologies, it looks like the problem is on our end. Our system is current unable to sent out email. We are looking into this and will update you soon. Thank you.

On Wed, Nov 15, 2017 at 2:16 PM, Dennis Hoang <dennis.hoang@lacity.org> wrote:

The email could have been accidentally marked are spam, please check the spam folder as well.

On Wed, Nov 15, 2017 at 2:09 PM, Dennis Hoang <dennis.hoang@lacity.org> wrote:

5/24/2018

City of Los Angeles Mail - I can't log onto the portal...

Hi Laurie,

I'm with the Technical Support team for Office of the City Clerk, and can help with getting your login setup.

First lets confirm your email address. Our system have your email address as laurie@palisadesbid.org. Your password request was sent to this email. Please confirm that we have your current email address.

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Palisades BID <laurie@palisadesbid.org>

To: Dennis Hoang <dennis.hoang@lacity.org>, Rick Scott <rick.scott@lacity.org>

Fri, Nov 17, 2017 at 7:52 AM

[Never Mind...it seems to have just worked for me.](#)

From: Palisades BID [<mailto:laurie@palisadesbid.org>]

Sent: Friday, November 17, 2017 7:51 AM

To: 'Dennis Hoang'; 'Rick Scott'
Cc: 'Palisades BID'
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Rick Scott <rick.scott@lacity.org>

I spoke to Rick Scott about the 2017/18 report on public agencies

1 message

Palisades BID <laurie@palisadesbid.org>

Mon, Aug 7, 2017 at 6:45 PM

To: "Elliot Zorensky:" <Ezorensky@udorealestate.com>, Lee Ford <l.ford@verizon.net>, Susan Carroll
<susan@giftgardenantiques.com>

Cc: Rick Scott <rick.scott@lacity.org>

He said it was sent out earlier, and will try to get another copy sent to us. I have NO record of having rec'd it.

Thanks,



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Rick Scott <rick.scott@lacity.org>

Invoice #18-2 and County Remittance Form

Palisades BID <laurie@palisadesbid.org>

Wed, Feb 21, 2018 at 5:13 PM

To: Rick Scott <rick.scott@lacity.org>

Let me know if this is ok. Thanks, Rick

Laurie

LAURIE SALE

Executive Manager,

Pacific Palisades Business Improvement District

PO Box 1792

Pacific Palisades, CA 90272

laurie@palisadesbid.org

(424)256-5733



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2 attachments



County Remittance Jan 19 - Feb bill and interest 4Q 201757V_Pacific_Palisades-1.pdf
75K



Invoice 18-2 Pacific Palisades BID.pdf
745K



Rick Scott <rick.scott@lacity.org>

Missing invoice?

11 messages

Staci Mitchel <staci3boys@yahoo.com>

Thu, Aug 10, 2017 at 1:19 PM

To: Palisades BID <laurie@palisadesbid.org>, Rick Scott <rick.scott@lacity.org>

Hi Laurie & Rick,

I've finally took a minute to look at the accounts receivable today. We have not received the attached transmittal for \$34,755.73 dated 5/20/17. I don't know if our invoice wasn't received by the City? Please review and let us know.

Thanks!

Staci

2 attachments

**Pacific Palisades \$ 34,755.73.pdf**

425K

**Invoice #17-5 City of Los Angeles May 2017.docx**

170K

Rick Scott <rick.scott@lacity.org>

Thu, Aug 10, 2017 at 1:21 PM

To: Adriana Velazquez <adriana.velazquez@lacity.org>, Maximo Fortu <maximo.fortu@lacity.org>, Palisades BID <laurie@palisadesbid.org>, Rosemary Hinkson <rosemary.hinkson@lacity.org>, Staci Mitchel <staci3boys@yahoo.com>, Thomas Nelson <thomas.nelson@lacity.org>

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213.978.1099 main

Fax 213.978.1130

Rick.Scott@lacity.org

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To: Rick Scott <rick.scott@lacity.org>, Adriana Velazquez <adriana.velazquez@lacity.org>, Maximo Fortu <maximo.fortu@lacity.org>, Palisades BID <laurie@palisadesbid.org>, Rosemary Hinkson <rosemary.hinkson@lacity.org>, Thomas Nelson <thomas.nelson@lacity.org>

Rick - that one is for about \$18,000 for June. Please see attached.

On Thursday, August 10, 2017, 1:21:52 PM PDT, Rick Scott <rick.scott@lacity.org> wrote:

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 **June transmittal \$18K.pdf**
417K

Laurie Sale <Laurie@palisadesbid.org>

Thu, Aug 10, 2017 at 2:38 PM

To: Rick Scott <rick.scott@lacity.org>

Cc: Adriana Velazquez <adriana.velazquez@lacity.org>, Maximo Fortu <maximo.fortu@lacity.org>, Rosemary Hinkson <rosemary.hinkson@lacity.org>, Staci Mitchel <staci3boys@yahoo.com>, Thomas Nelson <thomas.nelson@lacity.org>

I sent it in the day you sent it to me. I sent by a duplicate on Tuesday.

Check out our blog: GRANDPARENTINGPLUS.BLOGSPOT.COM

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Fax 213.978.1130
Rick.Scott@lacity.org

Rick Scott <rick.scott@lacity.org>

Thu, Aug 10, 2017 at 3:14 PM

To: Laurie Sale <Laurie@palisadesbid.org>

Cc: Adriana Velazquez <adriana.velazquez@lacity.org>, Maximo Fortu <maximo.fortu@lacity.org>, Rosemary Hinkson <rosemary.hinkson@lacity.org>, Staci Mitchel <staci3boys@yahoo.com>, Thomas Nelson <thomas.nelson@lacity.org>

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Laurie Sale <Laurie@palisadesbid.org>

Thu, Aug 10, 2017 at 3:27 PM

To: Staci Mitchel <staci3boys@yahoo.com>

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Staci. I've sandy in everything to rick and Miranda. They have them all now except for one for 508? They have them digitally and also resent hard copies.

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Rick.Scott@lacity.org

<June transmittal \$18K.pdf>

Rick Scott <rick.scott@lacity.org>

Thu, Aug 10, 2017 at 3:28 PM

To: Laurie Sale <Laurie@palisadesbid.org>

Cc: Staci Mitchel <staci3boys@yahoo.com>, Adriana Velazquez <adriana.velazquez@lacity.org>, Maximo Fortu <maximo.fortu@lacity.org>, Rosemary Hinkson <rosemary.hinkson@lacity.org>, Thomas Nelson <thomas.nelson@lacity.org>

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Cc: Adriana Velazquez <adriana.velazquez@lacity.org>, Maximo Fortu <maximo.fortu@lacity.org>, Rosemary Hinkson <rosemary.hinkson@lacity.org>, Thomas Nelson <thomas.nelson@lacity.org>

I just don't see the payment for \$34,755.73 yet. Is it still pending then?

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We never received an invoice for payment. Laurie re-sent it on Monday. When we receive it we'll pay it.

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I get it know. I'm a little busy and failed to read all the e-mails.

Thanks so much!
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Hi Laurie & Rick,

I've finally took a minute to look at the accounts receivable today. We have not received the attached transmittal for \$34,755.73 dated 5/20/17. I don't know if our invoice wasn't received by the City? Please review and let us know.

Thanks!

Staci

--

Rick Scott
Neighborhood and Business Improvement District Division
Office of the City Clerk
213.978.1121 direct
213.978.1099 main
Fax 213.978.1130
Rick.Scott@lacity.org

--

Rick Scott
Neighborhood and Business Improvement District Division
Office of the City Clerk
213.978.1121 direct
213.978.1099 main
Fax 213.978.1130
Rick.Scott@lacity.org



Rick Scott <rick.scott@lacity.org>

Pacific Palisades 2019 Asmt Data with 3% increase.xlsx

3 messages

Laurie Sale <rehabitat@gmail.com>
To: Rick Scott <rick.scott@lacity.org>

Mon, Apr 30, 2018 at 6:56 PM

Here's an update including govt and others. Thanks

Check out our blog: GRANDPARENTINGPLUS.BLOGSPOT.COM

 Pacific Palisades 2019 Asmt Data with 3% increase.xlsx
21K

Rick Scott <rick.scott@lacity.org>
To: Laurie Sale <rehabitat@gmail.com>

Mon, Apr 30, 2018 at 6:57 PM

Got it, thanks!

On Mon, Apr 30, 2018 at 6:56 PM Laurie Sale <rehabitat@gmail.com> wrote:

Here's an update including govt and others. Thanks

Check out our blog: GRANDPARENTINGPLUS.BLOGSPOT.COM

Rick Scott
Neighborhood and Business Improvement District Division
Office of the City Clerk
213.978.1121 direct
213.978.1099 main
Fax 213.978.1130
Rick.Scott@lacity.org

Rick Scott <rick.scott@lacity.org>
To: Dennis Rader <dennis.rader@lacity.org>

Mon, Apr 30, 2018 at 6:57 PM

[Quoted text hidden]

Check out our blog: GRANDPARENTINGPLUS.BLOGSPOT.COM

[Quoted text hidden]

 Pacific Palisades 2019 Asmt Data with 3% increase.xlsx
21K



Rick Scott <rick.scott@lacity.org>

Pacific Palisades Annual Planning Report — Request for Corrections

2 messages

Clerk NBIDs <Clerk.NBIDS@lacity.org>

Fri, Nov 17, 2017 at 9:00 AM

To: laurie@palisadesbid.org

Cc: rick.scott@lacity.org



Pacific Palisades Annual Planning Report

Corrections is needed for your Annual Planning Report. Please review the BID's analyst comment below and re-submit with corrections.

Analyst Comment: Please add 'general benefit' amount of \$1,490.00 to the "contributions from sources other than assessments" section in the text of the report and to the budget page as 'other income.' Thanks.

Go To BIDs Portal

For questions or comments, please contact the B.I.D. analyst, Rick Scott:
rick.scott@lacity.org

Thank you,

Office of the City Clerk
Business Improvement Districts (BIDs)
City of Los Angeles

Palisades BID <laurie@palisadesbid.org>

Fri, Nov 17, 2017 at 8:11 PM

To: Rick Scott <rick.scott@lacity.org>

I think I did what you said, correctly. I added 1490 to contributions and to Other income....I also had to add it somewhere, so I put it in Management fees. Hope that's correct.

Thanks

From: Clerk NBIDs [mailto:Clerk.NBIDS@lacity.org]

Sent: Friday, November 17, 2017 9:00 AM

To: laurie@palisadesbid.org

Cc: rick.scott@lacity.org

Subject: Pacific Palisades Annual Planning Report — Request for Corrections



Pacific Palisades Annual Planning Report

Corrections is needed for your Annual Planning Report. Please review the BID's analyst comment below and re-submit with corrections.

Analyst Comment: Please add 'general benefit' amount of \$1,490.00 to the "contributions from sources other than assessments" section in the text of the report and to the budget page as 'other income.' Thanks.

Go To BIDs Portal

For questions or comments, please contact the B.I.D. analyst, Rick Scott: rick.scott@lacity.org

Thank you,

Office of the City Clerk
Business Improvement Districts (BIDs)
City of Los Angeles



Virus-free. www.avast.com



Rick Scott <rick.scott@lacity.org>

Pacific Palisades available funds for February 2018

5 messages

Thomas Nelson <thomas.nelson@lacity.org>

Tue, Feb 20, 2018 at 2:01 PM

To: Adriana Velazquez <adriana.velazquez@lacity.org>, Elliot Zorensky <ezorensky@udorealestate.com>, Laurie Sale <laurie@palisadesbid.org>, Maximo Fortu <maximo.fortu@lacity.org>, Rick Scott <rick.scott@lacity.org>

Good afternoon,

Please see attached transmission sheet for available reimbursement. Please attach this transmission sheet to the invoice you mail to us. Have a great day.

Thank you,
Thomas Nelson

--
Tom Nelson
Accounting Clerk
City Clerk NBIDS section
Los Angeles

57V_Pacific_Palisades.pdf
75K

Rick Scott <rick.scott@lacity.org>

Wed, Feb 21, 2018 at 8:26 AM

To: Thomas Nelson <thomas.nelson@lacity.org>

Cc: Adriana Velazquez <adriana.velazquez@lacity.org>, Elliot Zorensky <ezorensky@udorealestate.com>, Laurie Sale <laurie@palisadesbid.org>, Maximo Fortu <maximo.fortu@lacity.org>

Remember, you can send me an electronic copy of your invoice.

On Tue, Feb 20, 2018 at 2:01 PM, Thomas Nelson <thomas.nelson@lacity.org> wrote:

Good afternoon,

Please see attached transmission sheet for available reimbursement. Please attach this transmission sheet to the invoice you mail to us. Have a great day.

Thank you,
Thomas Nelson

--
Tom Nelson
Accounting Clerk
City Clerk NBIDS section
Los Angeles

--
Rick Scott
Neighborhood and Business Improvement District Division
Office of the City Clerk
213.978.1121 direct
213.978.1099 main
Fax 213.978.1130

Rick.Scott@lacity.org

Laurie Sale <Laurie@palisadesbid.org>
To: Rick Scott <rick.scott@lacity.org>

Wed, Feb 21, 2018 at 8:32 AM

With a typed signature?

Check out our blog: GRANDPARENTINGPLUS.BLOGSPOT.COM

On Feb 21, 2018, at 8:26 AM, Rick Scott <rick.scott@lacity.org> wrote:

Remember, you can send me an electronic copy of your invoice.

On Tue, Feb 20, 2018 at 2:01 PM, Thomas Nelson <thomas.nelson@lacity.org> wrote:

Good afternoon,

Please see attached transmission sheet for available reimbursement. Please attach this transmission sheet to the invoice you mail to us. Have a great day.

Thank you,
Thomas Nelson

--

Tom Nelson
Accounting Clerk
City Clerk NBIDS section
Los Angeles

--

Rick Scott
Neighborhood and Business Improvement District Division
Office of the City Clerk
213.978.1121 direct
213.978.1099 main
Fax 213.978.1130
Rick.Scott@lacity.org

Rick Scott <rick.scott@lacity.org>
To: Laurie Sale <Laurie@palisadesbid.org>

Wed, Feb 21, 2018 at 11:41 AM

Actually, you would have to sign it and pdf it to me. I can accept that.

I don't believe the Controller would allow me to accept at typed signature. But at least making a pdf of a signed copy of the signed of your invoice is quicker than mailing it to me.

Thanks Laurie.

On Wed, Feb 21, 2018 at 8:32 AM, Laurie Sale <Laurie@palisadesbid.org> wrote:
With a typed signature?

Check out our blog: GRANDPARENTINGPLUS.BLOGSPOT.COM

On Feb 21, 2018, at 8:26 AM, Rick Scott <rick.scott@lacity.org> wrote:

Remember, you can send me an electronic copy of your invoice.

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Good afternoon,

Please see attached transmission sheet for available reimbursement. Please attach this transmission sheet to the invoice you mail to us. Have a great day.

Thank you,
Thomas Nelson

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Tom Nelson
Accounting Clerk
City Clerk NBIDS section
Los Angeles

--

Rick Scott
Neighborhood and Business Improvement District Division
Office of the City Clerk
[213.978.1121](tel:213.978.1121) direct
[213.978.1099](tel:213.978.1099) main
Fax [213.978.1130](tel:213.978.1130)
Rick.Scott@lacity.org

--

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[213.978.1099](tel:213.978.1099) main
Fax [213.978.1130](tel:213.978.1130)
Rick.Scott@lacity.org

Palisades BID <laurie@palisadesbid.org>
To: Rick Scott <rick.scott@lacity.org>

Wed, Feb 21, 2018 at 4:47 PM

thanks

From: Rick Scott [<mailto:rick.scott@lacity.org>]
Sent: Wednesday, February 21, 2018 11:41 AM
To: Laurie Sale
Subject: Re: Pacific Palisades available funds for February 2018

Actually, you would have to sign it and pdf it to me. I can accept that.

I don't believe the Controller would allow me to accept at typed signature. But at least making a pdf of a signed copy of the signed of your invoice is quicker than mailing it to me.

Thanks Laurie.

On Wed, Feb 21, 2018 at 8:32 AM, Laurie Sale <Laurie@palisadesbid.org> wrote:

With a typed signature?

Check out our blog: GRANDPARENTINGPLUS.BLOGSPOT.COM

On Feb 21, 2018, at 8:26 AM, Rick Scott <rick.scott@lacity.org> wrote:

Remember, you can send me an electronic copy of your invoice.

On Tue, Feb 20, 2018 at 2:01 PM, Thomas Nelson <thomas.nelson@lacity.org> wrote:

Good afternoon,

Please see attached transmission sheet for available reimbursement. Please attach this transmission sheet to the invoice you mail to us. Have a great day.

Thank you,
Thomas Nelson

--

Tom Nelson
Accounting Clerk
City Clerk NBIDS section
Los Angeles

--

Rick Scott
Neighborhood and Business Improvement District Division

Office of the City Clerk

[213.978.1121](tel:213.978.1121) direct

[213.978.1099](tel:213.978.1099) main

Fax [213.978.1130](tel:213.978.1130)

Rick.Scott@lacity.org

--

Rick Scott
Neighborhood and Business Improvement District Division

Office of the City Clerk

[213.978.1121](tel:213.978.1121) direct

[213.978.1099](tel:213.978.1099) main

5/24/2018

City of Los Angeles Mail - Pacific Palisades available funds for February 2018

Fax 213.978.1130

Rick.Scott@lacity.org



Virus-free. www.avast.com



Rick Scott <rick.scott@lacity.org>

Pacific Palisades available funds for March 2018

Palisades BID <laurie@palisadesbid.org>

Wed, Mar 21, 2018 at 1:33 PM

To: Rick Scott <rick.scott@lacity.org>

Hi Rick,

Here is the invoice and paperwork. Can you tell me what the different is between a city parcel and an county remittance?

Thanks again,

Laurie



This email has been checked for viruses by Avast antivirus software.
www.avast.com

2 attachments



57V_Pacific_Palisades.pdf
75K



invoice.pdf
449K



Rick Scott <rick.scott@lacity.org>

Paciic Palisades 2017 Annual Report...

2 messages

Rick Scott <rick.scott@lacity.org>
To: Palisades BID <laurie@palisadesbid.org>

Thu, Nov 16, 2017 at 9:41 AM

...is attached.

--

Rick Scott
Neighborhood and Business Improvement District Division
Office of the City Clerk
213.978.1121 direct
213.978.1099 main
Fax 213.978.1130
Rick.Scott@lacity.org



PacPal 2017 APR-166.pdf
139K

Palisades BID <laurie@palisadesbid.org>
To: Rick Scott <rick.scott@lacity.org>

Thu, Nov 16, 2017 at 10:16 AM

thanks

From: Rick Scott [mailto:rick.scott@lacity.org]
Sent: Thursday, November 16, 2017 9:41 AM
To: Palisades BID
Subject: Paciic Palisades 2017 Annual Report...

...is attached.

--

Rick Scott
Neighborhood and Business Improvement District Division
Office of the City Clerk
213.978.1121 direct
213.978.1099 main
Fax 213.978.1130
Rick.Scott@lacity.org

5/24/2018

City of Los Angeles Mail - Paciic Palisades 2017 Annual Report...





Rick Scott <rick.scott@lacity.org>

Re: Palisades Village Center / Notice of Assessment

Laurie Sale <Laurie@palisadesbid.org>

Mon, Apr 30, 2018 at 7:04 PM

To: Alice Maxwell <Alice@sandstoneproperties.com>

Thanks for writing. I would assume you talk to the city clerk but I will verify this for you and get back to you. Do you know if the assessments have been paid or what the status is on payment? Is there a reason no payment was made? Get back to me with as much info as possible and I'll check on things from my end.

All best
Laurie Sale

Check out our blog: GRANDPARENTINGPLUS.BLOGSPOT.COM

On Apr 30, 2018, at 11:43 AM, Alice Maxwell <Alice@sandstoneproperties.com> wrote:

Hello Laurie,

We are the property manager for an office building located on Alma Real Drive. We received the attached Notice of Assessment and are trying to obtain information to have the lien released from the subject property.

Please provide me with the appropriate contact person regarding this matter.

Thank you.

Alice Maxwell

Office: (310) 393-9000 ext. 127 | Fax: (310) 943-4388

alice@sandstoneproperties.com

<image003.jpg>

10877 Wilshire Blvd., Suite 1105

Los Angeles, CA 90024

<20180430112630468.pdf>



Rick Scott <rick.scott@lacity.org>

Re: Reminder for 2018 Annual Planning Report — Pacific Palisades Property-based District

4 messages

Clerk NBIDS <Clerk.NBIDS@lacity.org>

Thu, Sep 28, 2017 at 12:26 PM

To: laurie@palisadesbid.orgCc: rick.scott@lacity.orgTo: laurie@palisadesbid.org,

This letter serves as a reminder that the 2018 fiscal year Annual Planning Report is requested by **November 1, 2017**. This report is a requirement of your contract with the City of Los Angeles and is also a requirement of the Property and Business Improvement District Law of 1994, California Streets and Highways Code Section 36650.

For your convenience, a web-base BIDs portal is now available for you to provide appropriate information as approved by your Board for 2018 including:

- 1) proposed changes to the boundaries and/or benefit zones
- 2) proposed improvements and activities
- 3) estimated cost of the programs and services
- 4) method and basis of levying the assessments
- 5) amount of surplus revenues from previous BID years and its planned expenditure
- 6) amount of anticipated contributions
- 7) approval date of the 2018 budget/report by the Board

Please note that the 2018 Annual Planning Report must be approved by City Council pursuant to State Law. If the 2018 Annual Planning Report requires revisions to meet State Law requirements and those revisions are not received in a timely manner, pending disbursements of District revenues may be withheld for non-compliance.

Go To BIDs Portal

If you have any questions regarding your 2018 Annual Planning Report, please contact your assigned B.I.D. analyst, Rick Scott, rick.scott@lacity.org.

Sincerely,

Miranda Paster, Division Manager
Neighborhood and Business Improvement District Division
Office of the City Clerk

Rick Scott <rick.scott@lacity.org>
To: Palisades BID <laurie@palisadesbid.org>

Tue, Nov 14, 2017 at 3:22 PM

Laurie,

This email contains the portal for the 2018 Annual Planning Report that was sent to the BID sent on September 28th.

The slide show from the Controller's office tells you how to set up Vendor Self-Service so that you may submit your invoices online and also check the funds the BID has available. This is a completely different item than the Annual Report and is a stream-lined way for the BID to get paid. The BID has a contract with the City so you are in the system for Vendor Self-Service you just have to follow the slide show to get your link.

----- Forwarded message -----

From: **Clerk NBIDS** <Clerk.NBIDS@lacity.org>

Date: Thu, Sep 28, 2017 at 12:26 PM

Subject: Re: Reminder for 2018 Annual Planning Report — Pacific Palisades Property-based District

To: laurie@palisadesbid.org

Cc: rick.scott@lacity.org

To: laurie@palisadesbid.org,



This letter serves as a reminder that the 2018 fiscal year Annual Planning Report is requested by **November 1, 2017**. This report is a requirement of your contract with the City of Los Angeles and is also a requirement of the Property and Business Improvement District Law of 1994, California Streets and Highways Code Section 36650.

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Go To BIDs Portal

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Sincerely,

Miranda Paster, Division Manager
Neighborhood and Business Improvement District Division
Office of the City Clerk

--

Rick Scott
Neighborhood and Business Improvement District Division
Office of the City Clerk
[213.978.1121](tel:213.978.1121) direct
[213.978.1099](tel:213.978.1099) main
Fax [213.978.1130](tel:213.978.1130)
Rick.Scott@lacity.org

Palisades BID <laurie@palisadesbid.org>
To: Rick Scott <rick.scott@lacity.org>

Tue, Nov 14, 2017 at 3:47 PM

Thanks....gonna try to figure it out today.

From: Rick Scott [<mailto:rick.scott@lacity.org>]
Sent: Tuesday, November 14, 2017 3:23 PM
To: Palisades BID
Subject: Fwd: Reminder for 2018 Annual Planning Report — Pacific Palisades Property-based District

Laurie,

This email contains the portal for the 2018 Annual Planning Report that was sent to the BID sent on September 28th.

The slide show from the Controller's office tells you how to set up Vendor Self-Service so that you may submit your invoices online and also check the funds the BID has available. This is a completely different item than the Annual Report and is a stream-lined way for the BID to get paid. The BID has a contract with the City so you are in the system for Vendor Self-Service you just have to follow the slide show to get your link.

----- Forwarded message -----

From: **Clerk NBIDs** <Clerk.NBIDS@lacity.org>

Date: Thu, Sep 28, 2017 at 12:26 PM

Subject: Re: Reminder for 2018 Annual Planning Report — Pacific Palisades Property-based District

To: laurie@palisadesbid.org

Cc: rick.scott@lacity.org

To: laurie@palisadesbid.org,



This letter serves as a reminder that the 2018 fiscal year Annual Planning Report is requested by **November 1, 2017**. This report is a requirement of your contract with the City of Los Angeles and is also a requirement of the Property and Business Improvement District Law of 1994, California Streets and Highways Code Section 36650.

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- 3) estimated cost of the programs and services
- 4) method and basis of levying the assessments
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Please note that the 2018 Annual Planning Report must be approved by City Council pursuant to State Law. If the 2018 Annual Planning Report requires revisions to meet State Law requirements and those revisions are not received in a timely manner, pending disbursements of District revenues may be withheld for non-compliance.

Go To BIDs Portal

If you have any questions regarding your 2018 Annual Planning Report, please contact your assigned B.I.D. analyst, Rick Scott, rick.scott@lacity.org.

Sincerely,

Miranda Paster, Division Manager
Neighborhood and Business Improvement District Division
Office of the City Clerk

--

Rick Scott
Neighborhood and Business Improvement District Division

Office of the City Clerk

[213.978.1121](tel:213.978.1121) direct

[213.978.1099](tel:213.978.1099) main

Fax [213.978.1130](tel:213.978.1130)

Rick.Scott@lacity.org



Virus-free. www.avast.com

Clerk NBIDs <Clerk.NBIDS@lacity.org>

To: laurie@palisadesbid.org

Cc: rick.scott@lacity.org

Wed, Nov 15, 2017 at 12:26 PM

To: laurie@palisadesbid.org,



This letter serves as a reminder that the 2018 fiscal year Annual Planning Report is requested by **November 1, 2017**. This report is a requirement of your contract with the City of Los Angeles and is also a requirement of the Property and Business Improvement District Law of 1994, California Streets and Highways Code Section 36650.

For your convenience, a web-base BIDs portal is now available for you to provide appropriate information as approved by your Board for 2018 including:

1) proposed changes to the boundaries and/or benefit zones

- 2) proposed improvements and activities
- 3) estimated cost of the programs and services
- 4) method and basis of levying the assessments
- 5) amount of surplus revenues from previous BID years and its planned expenditure
- 6) amount of anticipated contributions
- 7) approval date of the 2018 budget/report by the Board

Please note that the 2018 Annual Planning Report must be approved by City Council pursuant to State Law. If the 2018 Annual Planning Report requires revisions to meet State Law requirements and those revisions are not received in a timely manner, pending disbursements of District revenues may be withheld for non-compliance.

Go To BIDs Portal

If you have any questions regarding your 2018 Annual Planning Report, please contact your assigned B.I.D. analyst, Rick Scott, rick.scott@lacity.org.

Sincerely,

Miranda Paster, Division Manager
Neighborhood and Business Improvement District Division
Office of the City Clerk



Rick Scott <rick.scott@lacity.org>

Revised invoice

2 messages

Palisades BID <laurie@palisadesbid.org>
To: Rick Scott <rick.scott@lacity.org>

Tue, Nov 28, 2017 at 11:33 AM

Hi,

I just mailed off an invoice to you, but my bookkeeper found a mistake, therefore, this attached invoice is the corrected on. Do you need me to snail mail it again? Thanks.

Virus-free. www.avast.com**Invoice #17-9 City of Los Angeles November 2017.docx**
170K

Rick Scott <rick.scott@lacity.org>
To: Palisades BID <laurie@palisadesbid.org>

Tue, Nov 28, 2017 at 11:38 AM

Let me ask accounting. I'll get back to you.

Did you see the excerpt about the property you inquired about in the previous email?

On Tue, Nov 28, 2017 at 11:33 AM, Palisades BID <laurie@palisadesbid.org> wrote:

Hi,

I just mailed off an invoice to you, but my bookkeeper found a mistake, therefore, this attached invoice is the corrected on. Do you need me to snail mail it again? Thanks.

Virus-free. www.avast.com

--
Rick Scott
Neighborhood and Business Improvement District Division
Office of the City Clerk
213.978.1121 direct
213.978.1099 main
Fax 213.978.1130

5/24/2018

City of Los Angeles Mail - Revised invoice

Rick.Scott@lacity.org



Rick Scott <rick.scott@lacity.org>

sorry to bother you today

5 messages

Palisades BID <laurie@palisadesbid.org>

Fri, Dec 22, 2017 at 10:22 AM

To: Rick Scott <rick.scott@lacity.org>

Cc: Staci Mitchel <staci3boys@yahoo.com>, Lee Ford <l.ford@verizon.net>, Elliot Zorensky <ezorensky@udorealestate.com>

Hi Rick,

We still haven't rec'd the funds from the last submission for (#9 - \$2,184.84). Would you please see about this for me?

Thanks, Rick, and hope you have a restful holiday and a safe and healthy New Year. Thanks again for always helping out.

Ho Ho Ho,

Laurie

Virus-free. www.avast.com**Rick Scott** <rick.scott@lacity.org>

Fri, Dec 22, 2017 at 2:50 PM

To: Palisades BID <laurie@palisadesbid.org>

Cc: Elliot Zorensky <ezorensky@udorealestate.com>, Lee Ford <l.ford@verizon.net>, Staci Mitchel <staci3boys@yahoo.com>

I will look into this and get back to you.

On Fri, Dec 22, 2017 at 10:22 AM Palisades BID <laurie@palisadesbid.org> wrote:

Hi Rick,

We still haven't rec'd the funds from the last submission for (#9 - \$2,184.84). Would you please see about this for me?

Thanks, Rick, and hope you have a restful holiday and a safe and healthy New Year. Thanks again for always helping out.

Ho Ho Ho,

Laurie



Virus-free. www.avast.com

--
Rick Scott
Neighborhood and Business Improvement District Division
Office of the City Clerk
213.978.1121 direct
213.978.1099 main
Fax 213.978.1130
Rick.Scott@lacity.org

Palisades BID <laurie@palisadesbid.org>
To: Rick Scott <rick.scott@lacity.org>

Sat, Dec 23, 2017 at 10:45 AM

Thanks, and HO HO HO

From: Rick Scott [<mailto:rick.scott@lacity.org>]
Sent: Friday, December 22, 2017 2:50 PM
To: Palisades BID
Cc: Elliot Zorensky; Lee Ford; Staci Mitchel
Subject: Re: sorry to bother you today

I will look into this and get back to you.

On Fri, Dec 22, 2017 at 10:22 AM Palisades BID <laurie@palisadesbid.org> wrote:

Hi Rick,

We still haven't rec'd the funds from the last submission for (#9 - \$2,184.84). Would you please see about this for me?

Thanks, Rick, and hope you have a restful holiday and a safe and healthy New Year. Thanks again for always helping out.

Ho Ho Ho,

Laurie



Virus-free. www.avast.com

--
Rick Scott
Neighborhood and Business Improvement District Division

Office of the City Clerk

213.978.1121 direct

213.978.1099 main

Fax 213.978.1130

Rick.Scott@lacity.org

Rick Scott <rick.scott@lacity.org>
To: Palisades BID <laurie@palisadesbid.org>
Cc: Thomas Nelson <thomas.nelson@lacity.org>

Tue, Dec 26, 2017 at 10:59 AM

Hi Laurie,

My understanding from our Accounting staff is that the deposit should be in your bank by the middle of next week. There is a particular issue with the General Benefit payments (a part of this particular invoice was General Benefit) that cause them to take longer. Thomas (cc'd on this email) should be able to let you know.

Thanks.

On Sat, Dec 23, 2017 at 10:45 AM, Palisades BID <laurie@palisadesbid.org> wrote:

Thanks, and HO HO HO

From: Rick Scott [<mailto:rick.scott@lacity.org>]
Sent: Friday, December 22, 2017 2:50 PM
To: Palisades BID
Cc: Elliot Zorensky; Lee Ford; Staci Mitchel
Subject: Re: sorry to bother you today

I will look into this and get back to you.

On Fri, Dec 22, 2017 at 10:22 AM Palisades BID <laurie@palisadesbid.org> wrote:

Hi Rick,

We still haven't rec'd the funds from the last submission for (#9 - \$2,184.84). Would you please see about this for me?

Thanks, Rick, and hope you have a restful holiday and a safe and healthy New Year. Thanks again for always helping out.

Ho Ho Ho,

Laurie



Virus-free. www.avast.com

--

Rick Scott
Neighborhood and Business Improvement District Division

Office of the City Clerk

[213.978.1121](tel:213.978.1121) direct

[213.978.1099](tel:213.978.1099) main

Fax [213.978.1130](tel:213.978.1130)

Rick.Scott@lacity.org

--

Rick Scott
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Office of the City Clerk
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Fax [213.978.1130](tel:213.978.1130)
Rick.Scott@lacity.org

Palisades BID <laurie@palisadesbid.org>

Tue, Dec 26, 2017 at 11:06 AM

To: Rick Scott <rick.scott@lacity.org>

Cc: Thomas Nelson <thomas.nelson@lacity.org>, Staci Mitchel <staci3boys@yahoo.com>, Lee Ford <l.ford@verizon.net>, Elliot Zorensky <ezorensky@udorealestate.com>

Thanks for the update....we will watch for it...afraid it's going to be registered as 2018....we'll see

From: Rick Scott [mailto:rick.scott@lacity.org]
Sent: Tuesday, December 26, 2017 11:00 AM
To: Palisades BID
Cc: Thomas Nelson
Subject: Re: sorry to bother you today

Hi Laurie,

My understanding from our Accounting staff is that the deposit should be in your bank by the middle of next week. There is a particular issue with the General Benefit payments (a part of this particular invoice was General Benefit) that cause them to take longer. Thomas (cc'd on this email) should be able to let you know.

Thanks.

On Sat, Dec 23, 2017 at 10:45 AM, Palisades BID <laurie@palisadesbid.org> wrote:

Thanks, and HO HO HO

From: Rick Scott [mailto:rick.scott@lacity.org]
Sent: Friday, December 22, 2017 2:50 PM
To: Palisades BID
Cc: Elliot Zorensky; Lee Ford; Staci Mitchel
Subject: Re: sorry to bother you today

I will look into this and get back to you.

On Fri, Dec 22, 2017 at 10:22 AM Palisades BID <laurie@palisadesbid.org> wrote:

Hi Rick,

We still haven't rec'd the funds from the last submission for (#9 - \$2,184.84). Would you please see about this for me?

Thanks, Rick, and hope you have a restful holiday and a safe and healthy New Year. Thanks again for always helping out.

Ho Ho Ho,

Laurie



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--

Rick Scott
Neighborhood and Business Improvement District Division

Office of the City Clerk

[213.978.1121](tel:213.978.1121) direct

[213.978.1099](tel:213.978.1099) main

Fax [213.978.1130](tel:213.978.1130)

Rick.Scott@lacity.org

--

Rick Scott
Neighborhood and Business Improvement District Division

Office of the City Clerk

[213.978.1121](tel:213.978.1121) direct

[213.978.1099](tel:213.978.1099) main

Fax [213.978.1130](tel:213.978.1130)

Rick.Scott@lacity.org



Rick Scott <rick.scott@lacity.org>

The APN that we think has not paid assessment

5 messages

Palisades BID <laurie@palisadesbid.org>
To: Rick Scott <rick.scott@lacity.org>

Tue, Nov 28, 2017 at 11:06 AM

Hi Rick

Can you check this for us, and let us know who it is if it hasn't been paid? 4412002021

Thanks so much

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Rick Scott <rick.scott@lacity.org>
To: Cristina Flores <crisrina.flores@lacity.org>
Cc: Danielle Mobley <danielle.mobley@lacity.org>

Tue, Nov 28, 2017 at 11:10 AM

FYI

----- Forwarded message -----

From: **Palisades BID** <laurie@palisadesbid.org>
Date: Tue, Nov 28, 2017 at 11:06 AM
Subject: The APN that we think has not paid assessment
To: Rick Scott <rick.scott@lacity.org>

Hi Rick

Can you check this for us, and let us know who it is if it hasn't been paid? 4412002021

Thanks so much

Virus-free. www.avast.com

--
Rick Scott
Neighborhood and Business Improvement District Division

5/24/2018

City of Los Angeles Mail - The APN that we think has not paid assessment

Office of the City Clerk
213.978.1121 direct
213.978.1099 main
Fax 213.978.1130
Rick.Scott@lacity.org

Rick Scott <rick.scott@lacity.org>

Tue, Nov 28, 2017 at 11:22 AM

To: Palisades BID <laurie@palisadesbid.org>

Cc: Danielle Mobley <danielle.mobley@lacity.org>, Cristina Flores <cristina.flores@lacity.org>, Jose Flores <jose.flores@lacity.org>

Hi Laurie,

From the Pacific Palisades Engineers Report (pp. 12-13) portion of the Management plan:

"Village Green Assessments

The Village Green, parcel # 4412-002-021, is an approximately 5000 square foot parcel in the center of the Pacific Palisades District. The parcel is a small park or green that is maintained through voluntary contributions and with voluntary labor. The Village Green will not benefit from any of the programs or activities of the District. The Village Green through its volunteers provides all of its own clean and beautiful services. No District clean and beautiful programs will be provided to the Village Green. The Village Green will not benefit from the Districts marketing programs which are designed to provide benefit to the retail and office uses in the form of attracting customers and new users to the District. No economic activity takes place on the Village Green. The Village Green parcel will not be assessed for any District activities."

Contact me if you have any questions.

Thank you.

On Tue, Nov 28, 2017 at 11:06 AM, Palisades BID <laurie@palisadesbid.org> wrote:

Hi Rick

Can you check this for us, and let us know who it is if it hasn't been paid? 4412002021

Thanks so much



Virus-free. www.avast.com

--

Rick Scott
Neighborhood and Business Improvement District Division
Office of the City Clerk
213.978.1121 direct
213.978.1099 main
Fax 213.978.1130
Rick.Scott@lacity.org

Danielle Mobley <danielle.mobley@lacity.org>

Tue, Nov 28, 2017 at 11:22 AM

To: Rick Scott <rick.scott@lacity.org>

Cc: Cristina Flores <cristina.flores@lacity.org>

Rick, I could not find that APN on the Levied-Paid Reports so I can't verify if it's been paid. I did find the parcel on the BID App-

Property Owner: Palisades Village Green Committee

Site Address: [15280 W Sunset Blvd](#), [Pacific Palisades 90272](#)

On Tue, Nov 28, 2017 at 11:10 AM, Rick Scott <rick.scott@lacity.org> wrote:

FYI

----- Forwarded message -----

From: **Palisades BID** <laurie@palisadesbid.org>

Date: Tue, Nov 28, 2017 at 11:06 AM

Subject: The APN that we think has not paid assessment

To: Rick Scott <rick.scott@lacity.org>

Hi Rick

Can you check this for us, and let us know who it is if it hasn't been paid? 4412002021

Thanks so much



Virus-free. www.avast.com

--

Rick Scott

Neighborhood and Business Improvement District Division

Office of the City Clerk

[213.978.1121](tel:213.978.1121) direct

[213.978.1099](tel:213.978.1099) main

Fax [213.978.1130](tel:213.978.1130)

Rick.Scott@lacity.org

--

Danielle Mobley, Senior Administrative Clerk

Office of the City Clerk

Special Assessments

Neighborhood and Business Improvement District Division

TEL: (213) 978-1114

FAX:

RDO: MONDAY WEEK 2

Jose Flores <jose.flores@lacity.org>

Wed, Nov 29, 2017 at 8:36 AM

To: Rick Scott <rick.scott@lacity.org>

Cc: Cristina Flores <cristina.flores@lacity.org>, Danielle Mobley <danielle.mobley@lacity.org>

Rick,

I'm confused.

Are you asking if parcel 4412-002-021 has been assessed and if it's been paid?

It hasn't been billed either directly by us or through the County.

On Tue, Nov 28, 2017 at 11:22 AM, Rick Scott <rick.scott@lacity.org> wrote:

Hi Laurie,

From the Pacific Palisades Engineers Report (pp. 12-13) portion of the Management plan:

"Village Green Assessments

The Village Green, parcel # 4412-002-021, is an approximately 5000 square foot parcel in the center of the Pacific Palisades District. The parcel is a small park or green that is maintained through voluntary contributions and with voluntary labor. The Village Green will not benefit from any of the programs or activities of the District. The Village Green through its volunteers provides all of its own clean and beautiful services. No District clean and beautiful programs will be provided to the Village Green. The Village Green will not benefit from the Districts marketing programs which are designed to provide benefit to the retail and office uses in the form of attracting customers and new users to the District. No economic activity takes place on the Village Green. The Village Green parcel will not be assessed for any District activities."

Contact me if you have any questions.

Thank you.

On Tue, Nov 28, 2017 at 11:06 AM, Palisades BID <laurie@palisadesbid.org> wrote:

Hi Rick

Can you check this for us, and let us know who it is if it hasn't been paid? 4412002021

Thanks so much



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--

Rick Scott
Neighborhood and Business Improvement District Division
Office of the City Clerk
[213.978.1121](tel:213.978.1121) direct
[213.978.1099](tel:213.978.1099) main
Fax [213.978.1130](tel:213.978.1130)
Rick.Scott@lacity.org

--

Jose Flores
Principal Clerk
Special Assessments Section
(213)978-1126



Rick Scott <rick.scott@lacity.org>

waiver

8 messages

Palisades BID <laurie@palisadesbid.org>
To: Rick Scott <rick.scott@lacity.org>

Tue, Jan 30, 2018 at 12:30 PM

Here it is...thanks

Laurie

Virus-free. www.avast.com**Workerman's Comp 2018 Waiver.pdf**
451K

Rick Scott <rick.scott@lacity.org>
To: Palisades BID <laurie@palisadesbid.org>

Tue, Jan 30, 2018 at 12:35 PM

Thanks Laurie. Just checked on the G & L and D & O. They're still not updated. Let me know when your broker puts them on Track4LA and I'll pay this invoice. Thanks!

On Tue, Jan 30, 2018 at 12:30 PM, Palisades BID <laurie@palisadesbid.org> wrote:

Here it is...thanks

Laurie

Virus-free. www.avast.com

--
Rick Scott
Neighborhood and Business Improvement District Division
Office of the City Clerk
213.978.1121 direct
213.978.1099 main
Fax 213.978.1130

Rick.Scott@lacity.org**Rick Scott** <rick.scott@lacity.org>

Tue, Jan 30, 2018 at 12:36 PM

To: Thomas Nelson <thomas.nelson@lacity.org>, Adriana Velazquez <adriana.velazquez@lacity.org>

Hi,

Please forward this to CAO/Risk Management. Thanks!

----- Forwarded message -----

From: **Palisades BID** <laurie@palisadesbid.org>

Date: Tue, Jan 30, 2018 at 12:30 PM

Subject: waiver

To: Rick Scott <rick.scott@lacity.org>

Here it is...thanks

Laurie

Virus-free. www.avast.com

--

Rick Scott

Neighborhood and Business Improvement District Division

Office of the City Clerk

213.978.1121 direct

213.978.1099 main

Fax 213.978.1130

Rick.Scott@lacity.org**Workerman's Comp 2018 Waiver.pdf**

451K

Thomas Nelson <thomas.nelson@lacity.org>

Tue, Jan 30, 2018 at 1:40 PM

To: CAO InsBonds <cao.insurance.bonds@lacity.org>, Rick Scott <rick.scott@lacity.org>, Adriana Velazquez <adriana.velazquez@lacity.org>

To whom it may concern:

Please find attached the completed request for a waiver of the workers comp. insurance requirement from Pacific Palisades Business Improvement District.

Thank you and let me know when approved.

----- Forwarded message -----

From: **Rick Scott** <rick.scott@lacity.org>

Date: Tue, Jan 30, 2018 at 12:36 PM

Subject: Fwd: waiver

To: Thomas Nelson <thomas.nelson@lacity.org>, Adriana Velazquez <adriana.velazquez@lacity.org>

Hi,

Please forward this to CAO/Risk Management. Thanks!

----- Forwarded message -----

From: **Palisades BID** <laurie@palisadesbid.org>

Date: Tue, Jan 30, 2018 at 12:30 PM

Subject: waiver

To: Rick Scott <rick.scott@lacity.org>

Here it is...thanks

Laurie



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--

Rick Scott
Neighborhood and Business Improvement District Division
Office of the City Clerk
[213.978.1121](tel:213.978.1121) direct
[213.978.1099](tel:213.978.1099) main
Fax [213.978.1130](tel:213.978.1130)
Rick.Scott@lacity.org

--

Tom Nelson
Accounting Clerk
City Clerk NBIDS section
Los Angeles



Workerman's Comp 2018 Waiver.pdf
451K

CAO InsBonds <cao.insurance.bonds@lacity.org>

Tue, Jan 30, 2018 at 3:02 PM

To: Thomas Nelson <thomas.nelson@lacity.org>

Cc: Rick Scott <rick.scott@lacity.org>, Adriana Velazquez <adriana.velazquez@lacity.org>

Your **insurance** is **APPROVED. SEE CA#629080.**

Go to the Insurance & Bonds Compliance System at <http://track4la.lacity.org>, and click the "Verify Insurance and Bonds" button. If it is in the system, it has been **APPROVED**; otherwise the information will be available for viewing in about **two** hours.

**Jacquelyn Hoard****Office of the City Administrative Officer (CAO)****Risk Management**

200 N. Main Street, Suite 1240 City Hall East, Los Angeles, CA 90012-4190

☎ Direct Line: (213) 978-7666, Main Line: (213) 978-7475; ✉ Jacquelyn.Hoard@lacity.org Please consider the environment before printing this emailWeb Page: [Track4LA Insurance and Bonds](#)

Insurance Submission Exceptions: Direct-written Insurance certificates, letters of self-insurance or other evidence of insurance documents NOT utilizing the ACORD certificate through Track4LA® as determined and verified by City staff must be submitted to the City of Los Angeles, CAO Risk Management Insurance & Bonds Section, via email no later than 4:00 pm (Monday through Friday) to allow for same day acceptance. Please note that the City requires use of the Track4LA® system, which accepts and automatically approves insurance certificates 24 hours a day, 7 days a week through a secure electronic process and is the most efficient way of submitting insurance certificates and receiving instant approvals.

On Tue, Jan 30, 2018 at 1:40 PM, Thomas Nelson <thomas.nelson@lacity.org> wrote:

To whom it may concern:

Please find attached the completed request for a waiver of the workers comp. insurance requirement from Pacific Palisades Business Improvement District.

Thank you and let me know when approved.

----- Forwarded message -----

From: **Rick Scott** <rick.scott@lacity.org>

Date: Tue, Jan 30, 2018 at 12:36 PM

Subject: Fwd: waiver

To: Thomas Nelson <thomas.nelson@lacity.org>, Adriana Velazquez <adriana.velazquez@lacity.org>

Hi,

Please forward this to CAO/Risk Management. Thanks!

----- Forwarded message -----

From: **Palisades BID** <laurie@palisadesbid.org>

Date: Tue, Jan 30, 2018 at 12:30 PM

Subject: waiver

To: Rick Scott <rick.scott@lacity.org>

Here it is...thanks

Laurie



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--

Rick Scott
Neighborhood and Business Improvement District Division
Office of the City Clerk
[213.978.1121](tel:213.978.1121) direct
[213.978.1099](tel:213.978.1099) main
Fax [213.978.1130](tel:213.978.1130)
Rick.Scott@lacity.org

--

Tom Nelson
Accounting Clerk
City Clerk NBIDS section
Los Angeles

--

City of Los Angeles
CAO Risk Mgmt/Ins & Bonds
200 N. Main Street, Room 1240
Los Angeles, CA 90012
[213-978-7475](tel:213-978-7475) Main Line

Rick Scott <rick.scott@lacity.org>
To: cao.insurance.bonds@lacity.org

Tue, Jan 30, 2018 at 3:06 PM

Your message

To: Rick Scott

Subject: Re: waiver
Sent: 1/30/18, 3:02:19 PM PST

was read on 1/30/18, 3:06:02 PM PST

Rick Scott <rick.scott@lacity.org>

Tue, Jan 30, 2018 at 3:07 PM

To: CAO InsBonds <cao.insurance.bonds@lacity.org>

Cc: Thomas Nelson <thomas.nelson@lacity.org>, Adriana Velazquez <adriana.velazquez@lacity.org>, Palisades BID <laurie@palisadesbid.org>

Thanks.

On Tue, Jan 30, 2018 at 3:02 PM, CAO InsBonds <cao.insurance.bonds@lacity.org> wrote:

Your **insurance** is **APPROVED. SEE CA#629080.**

Go to the Insurance & Bonds Compliance System at <http://track4la.lacity.org>, and click the "Verify Insurance and Bonds" button. If it is in the system, it has been **APPROVED**; otherwise the information will be available for viewing in about **two** hours.



Jacquelyn Hoard

Office of the City Administrative Officer (CAO)

Risk Management

200 N. Main Street, Suite 1240 City Hall East, Los Angeles, CA 90012-4190

☎ Direct Line: (213) 978-7666, Main Line: (213) 978-7475; ✉ Jacquelyn.Hoard@lacity.org

 Please consider the environment before printing this email

Web Page: [Track4LA Insurance and Bonds](#)

Insurance Submission Exceptions: Direct-written Insurance certificates, letters of self-insurance or other evidence of insurance documents NOT utilizing the ACORD certificate through Track4LA® as determined and verified by City staff must be submitted to the City of Los Angeles, CAO Risk Management Insurance & Bonds Section, via email no later than 4:00 pm (Monday through Friday) to allow for same day acceptance. Please note that the City requires use of the Track4LA® system, which accepts and automatically approves insurance certificates 24 hours a day, 7 days a week through a secure electronic process and is the most efficient way of submitting insurance certificates and receiving instant approvals.

On Tue, Jan 30, 2018 at 1:40 PM, Thomas Nelson <thomas.nelson@lacity.org> wrote:

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Thank you and let me know when approved.

----- Forwarded message -----

From: **Rick Scott** <rick.scott@lacity.org>

Date: Tue, Jan 30, 2018 at 12:36 PM

Subject: Fwd: waiver

To: Thomas Nelson <thomas.nelson@lacity.org>, Adriana Velazquez <adriana.velazquez@lacity.org>

Hi,

Please forward this to CAO/Risk Management. Thanks!

----- Forwarded message -----

From: **Palisades BID** <laurie@palisadesbid.org>

Date: Tue, Jan 30, 2018 at 12:30 PM

Subject: waiver

To: Rick Scott <rick.scott@lacity.org>

Here it is...thanks

Laurie



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--

Rick Scott
Neighborhood and Business Improvement District Division
Office of the City Clerk
[213.978.1121](tel:213.978.1121) direct
[213.978.1099](tel:213.978.1099) main
Fax [213.978.1130](tel:213.978.1130)
Rick.Scott@lacity.org

--

Tom Nelson
Accounting Clerk
City Clerk NBIDS section
Los Angeles

--
City of Los Angeles

CAO Risk Mgmt/Ins & Bonds
200 N. Main Street, Room 1240
Los Angeles, CA 90012
213-978-7475 Main Line

--

Rick Scott
Neighborhood and Business Improvement District Division
Office of the City Clerk
213.978.1121 direct
213.978.1099 main
Fax 213.978.1130
Rick.Scott@lacity.org

Palisades BID <laurie@palisadesbid.org>
To: Rick Scott <rick.scott@lacity.org>

Tue, Jan 30, 2018 at 8:11 PM

They should do it tomorrow...

From: Rick Scott [<mailto:rick.scott@lacity.org>]
Sent: Tuesday, January 30, 2018 12:36 PM
To: Palisades BID
Subject: Re: waiver

Thanks Laurie. Just checked on the G & L and D & O. They're still not updated. Let me know when your broker puts them on Track4LA and I'll pay this invoice. Thanks!

On Tue, Jan 30, 2018 at 12:30 PM, Palisades BID <laurie@palisadesbid.org> wrote:

Here it is...thanks

Laurie

5/24/2018

City of Los Angeles Mail - waiver



--

Rick Scott
Neighborhood and Business Improvement District Division

Office of the City Clerk

213.978.1121 direct

213.978.1099 main

Fax 213.978.1130

Rick.Scott@lacity.org



Rick Scott <rick.scott@lacity.org>

Workers Comp Waiver Request

2 messages

Rick Scott <rick.scott@lacity.org>
To: Palisades BID <laurie@palisadesbid.org>

Tue, Dec 5, 2017 at 3:28 PM

Laurie,

The BID's Workers Comp Insurance expires 12/2/17 and the General Liability and Directors and Officers insurance expire on 1/15/18, about the time you'll be wanting your first money for 2018.

Please have those two insurances (see attached) renewed by then and please fill out the (also attached) Workers Comp waiver and send it to me as quickly as possible in order to avoid a delay of your invoice payment.

Thank you.

--

Rick Scott
Neighborhood and Business Improvement District Division
Office of the City Clerk
213.978.1121 direct
213.978.1099 main
Fax 213.978.1130
Rick.Scott@lacity.org

2 attachments



Pacific Palisades insurance.pdf
74K



Workers Comp Waiver Request (3).pdf
157K

Palisades BID <laurie@palisadesbid.org>
To: Rick Scott <rick.scott@lacity.org>

Tue, Dec 5, 2017 at 5:29 PM

[Sent it to the agent just now....back to you soon.](#)

From: Rick Scott [mailto:rick.scott@lacity.org]
Sent: Tuesday, December 5, 2017 3:29 PM
To: Palisades BID
Subject: Workers Comp Waiver Request

Laurie,

The BID's Workers Comp Insurance expires 12/2/17 and the General Liability and Directors and Officers insurance expire on 1/15/18, about the time you'll be wanting your first money for 2018.

5/24/2018

City of Los Angeles Mail - Workers Comp Waiver Request

Please have those two insurances (see attached) renewed by then and please fill out the (also attached) Workers Comp waiver and send it to me as quickly as possible in order to avoid a delay of your invoice payment.

Thank you.

--

Rick Scott
Neighborhood and Business Improvement District Division

Office of the City Clerk

213.978.1121 direct

213.978.1099 main

Fax 213.978.1130

Rick.Scott@lacity.org



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Rita Moreno <rita.moreno@lacity.org>

Proposed Hollywood Route 66 Business Improvement District - Draft RFP

Rita Moreno <rita.moreno@lacity.org>

Mon, Mar 13, 2017 at 2:11 PM

To: Jeff Zarrinam <Jeff@hollywoodhotel.net>, "Gubler, Leron" <Leron@hollywoodchamber.net>, mmzagha@aol.com, larryneuberg@nnigroup.com, homer@hollywoodforever.com, jcrowell@cimgroup.com, ferriswehbe@gmail.com, tyler@hollywoodforever.com

Good Afternoon Everyone:

You are receiving this message because you have been identified as a member of the Formation Committee and your contact information was provided me by Jeff Zarrinam.

My name is Rita Moreno and I am the BID Analyst assigned by the Office of the City Clerk, Neighborhood and Business Improvement District Division, to work with you on the formation and establishment of the proposed Hollywood Route 66 Business Improvement District. Below you will find my contact information.

We are preparing to release the Request for Proposals (RFP) to our approved list of consultants for services related to the formation and establishment of the BID. I have attached the draft RFP for your review. You will note that much of the language is boiler plate, but please pay close attention to the Scope of Work, Deliverables and the timeline.

It is recommended that you attend the Pre-Proposal Conference on Tuesday, April 4, at 1:30 p.m., to be held at the Neuberg & Neuberg Importers Group, Inc. facility. However, we do need two to three members to participate in the evaluation of the proposals submitted and in the interviews of the highest scoring Proposers. This will occur within the first two weeks of April (see dates in RFP).

Let me know if you have any questions or concerns, or if you catch any errors (fresh eyes are always welcome) by Friday, March 24. Our projected release date is March 28.

I look forward to meeting and working with you.

Rita

--

Rita Moreno
City of Los Angeles
Office of the City Clerk
Neighborhood and Business Improvement District Division
200 N. Spring Street, 2nd Floor #237
Los Angeles, CA 90012
Office (213) 978-1122
Fax (213) 978-1130



Draft HR66 RFP v.pdf
296K

REQUEST FOR PROPOSALS (RFP)

ESTABLISHMENT OF THE PROPOSED HOLLYWOOD ROUTE 66 BUSINESS IMPROVEMENT DISTRICT (BID)

OFFICE OF THE CITY CLERK
City of Los Angeles

MARCH 2017 (v.4)

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- 5.3 Amount of Funds for Services
- 5.4 Cost of Proposal Submission
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SECTION 1 – INTRODUCTION

The City of Los Angeles is interested in contracting for services related to the possible establishment of the proposed Hollywood Route 66 Business Improvement District (BID); see Appendix B for map of proposed BID area. The contract will be awarded to the highest ranked proposer determined responsive to this Request for Proposal (RFP).

SECTION 2 – DEFINITIONS

The following terms shown below in bold print and quotes, whether used in this RFP or a contract resulting from this RFP, shall be defined and interpreted as follows:

- 2.1. **“ADMINISTRATIVE CONTRACT”** means a contract between the CITY of Los Angeles and the NON-PROFIT ORGANIZATION approved by CITY Council to provide services to the BID if the proposed HOLLYWOOD ROUTE 66 BID is established by CITY.
- 2.2. **“ASSESSMENT BALLOT”** means a document that meets the requirements of California Government Code Section 53753(c). The ASSESSMENT BALLOT may be generated by the CITY CLERK in a format that can be tallied electronically through a document imaging process.
- 2.3. **“CITY”** means the City of Los Angeles, California, a municipal corporation.
- 2.4. **“CITY CLERK”** means the City of Los Angeles’ Office of the City Clerk. CITY CLERK may be used interchangeably with “CITY.”
- 2.5. **“CONTRACT”** means the particular CONTRACT awarded as a result of this RFP, and executed by the Contractor and CITY, of which this RFP, including the Standard Provisions for City Contracts and Certifications, are a part.
- 2.6. **“CONTRACTOR”** means the person, partnership, firm or corporation, to whom CITY awards a CONTRACT as a result of this RFP, and who is a party thereto.
- 2.7. **“DATABASE”** means a spreadsheet in a Microsoft Office Excel spreadsheet electronic format that includes, but is not limited to, the following information: Assessor’s Parcel Number, name of property owner, situs address, parcel and/or improvement measurements (as applicable), individual assessment amounts, and the total assessment amount and has been reviewed for current business owner or property owner information.
- 2.8. **“ENGINEER’S REPORT”** means a document prepared and signed by a registered professional engineer, which, at a minimum, incorporates information detailed in Section 3.4 of this RFP.
- 2.9. **“FEASIBILITY STUDY”** means a report created by CONTRACTOR which provides documented support for the possibility of forming a BID within a specific area which may include part or all of the TARGET AREA.
- 2.10. **“MANAGEMENT DISTRICT PLAN”** means a document that meets the requirements of California Streets and Highways Code Section 36622 and any State or local requirements.
- 2.11. **“NON-PROFIT ORGANIZATION”** means a California non-profit 501(c) organization legally operating within the State of California, and physically located within the vicinity of the BID area, and who has an interest in the BID and who is capable of administering the services to be located in the BID.

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- 2.12. **“PETITION”** means a document signed by a property owner signifying support for the establishment of a business improvement district in which the property owner will be a POTENTIAL ASSESSEE.
- 2.13. **“POTENTIAL ASSESSEE”** means any person who might be responsible for the payment of an assessment should the proposed BID be established.
- 2.14. **“PROPONENT GROUP”** means the core group of community members leading the effort to establish the BID.
- 2.15. **“PROPOSAL”** means a formal written response prepared and delivered in accordance with this RFP.
- 2.16. **“PROPOSER”** means a person/company that submits a PROPOSAL in response to this RFP. The PROPOSER must have the authority to submit the PROPOSAL on behalf of him/herself or the company for which the PROPOSAL is submitted.
- 2.17. **“REGISTERED PROFESSIONAL ENGINEER”** means an engineer registered pursuant to the Professional Engineers Act (Chapter 7 of Division 3 of the California Business and Professions Code).
- 2.18. **“REQUEST FOR PROPOSAL (RFP)”** means this document, which is used by the PROPOSERS as a basis for preparing and submitting their PROPOSAL.
- 2.19. **“TARGET AREA”** means the geographic area which was identified through City Council action as having possible potential to be, in part or in whole, within a feasible BID boundary.
- 2.20. **“WORK”** means services, labor, and/or materials provided to CITY according to CONTRACT provisions.

SECTION 3 – SCOPE OF WORK

CONTRACTOR shall:

- 3.1. Determine the feasibility of establishing the proposed HOLLYWOOD ROUTE 66 BID or any alternative to the proposed BID that would provide basic services similar to those that would be provided by a business improvement district and submit a report of feasibility to the City Clerk. (If it is determined that a merchant-based BID is more feasible or is established instead of a property-based BID, then the maximum funds for consultant is **\$40,000**. No matching funds are required for establishment of a merchant-based BID);
- 3.2. Develop, implement and document an outreach process that actively engages all POTENTIAL ASSESSEES, to include (at a minimum) property owners, property management businesses, community leaders, and elected officials to educate and build a consensus for the establishment of the BID;
- 3.3. Identify and/or create an informal PROPONENT GROUP of property and/or business owners within the HOLLYWOOD ROUTE 66 BID target area by gathering community consensus on possible BID services through the following means, but not limited to:
 - 3.3.1. Hold open community “scoping” meetings to educate the community on possible BID services and receive feedback on community service desires

- 3.3.2. Distribute surveys, interview stakeholders face-to-face, and conduct phone interviews with property and/or business owners to acquire accurate feedback on the desire for potential BID services
- 3.3.3. Facilitate and organize regular meetings of the PROPONENT GROUP
- 3.3.4. Assist the PROPONENT GROUP through the legislative and other CITY processes necessary for the establishment of the BID, if a BID is determined to be feasible;
- 3.4. Have a REGISTERED PROFESSIONAL ENGINEER on staff, or subcontract with one, to perform all necessary services under the CONTRACT. The REGISTERED PROFESSIONAL ENGINEER'S duties shall include, but not be limited to:
 - 3.4.1. Preparation of a detailed ENGINEER'S REPORT, which:
 - 3.4.1.1. Is a complete and stand-alone document that complies with State Law and City Policy;
 - 3.4.1.2. Identifies all parcels that will have a special benefit conferred upon them and upon which an assessment will be imposed;
 - 3.4.1.3. Identifies and describes, with descriptive and explanatory reasoning, the precise boundaries of the proposed BID and the rationale for exclusion and inclusion of property and/or businesses;
 - 3.4.1.4. Identifies with particularity any CITY properties contained in the proposed BID;
 - 3.4.1.5. Identifies and defines special and general benefits;
 - 3.4.1.6. Separates the general from the special benefits conferred on each parcel;
 - 3.4.1.7. Provides evidentiary support for all assessments to be imposed on each parcel;
 - 3.4.1.8. Clearly identifies benefit zones and differences in assessments;
 - 3.4.1.9. Identifies all formulas used to calculate assessments for each parcel and or benefit zones;
 - 3.4.1.10. Provides clear and convincing evidence to support any finding or conclusion that publicly-owned parcels actually receive no benefit, and are therefore exempt from assessment;
 - 3.4.1.11. Demonstrates that the assessment imposed on each parcel does not exceed the reasonable cost of the proportional special benefit conferred;
 - 3.4.1.12. Identifies the parcel, name, address, and percentage of the total assessment CITY and other Government parcels will pay under the proposed BID for each parcel;
 - 3.4.1.13. Specifies the total assessment amount and percentage CITY and other Government parcels will pay for each proposed year of BID operation;
 - 3.4.1.14. Complies with applicable law requirements.
 - 3.4.2. Consultation with the CITY CLERK in the initial stages of the BID boundary formation process, which includes informing City Clerk of potential boundaries before feasibility report is prepared, submitting a draft of the ENGINEER'S REPORT to verify and support the boundaries, assessment formulas, and assessment methodology contained in the BID MANAGEMENT DISTRICT PLAN, described herein, and in the development of the BID MANAGEMENT DISTRICT PLAN, including the possible inclusion of CITY-owned property.
- 3.5. Consult with the CITY CLERK and the REGISTERED PROFESSIONAL ENGINEER to develop a BID MANAGEMENT DISTRICT PLAN that includes, but is not limited to:
 - 3.5.1. The proposed BID's Governance/Management structure;

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- 3.5.2. Assessment formula and methodology, including the formulas and methods used to assess any specified CITY-owned property within the BID, supported and accompanied by the ENGINEER'S REPORT;
- 3.5.3. Assessor Parcel Numbers and assessment amount for all parcels including CITY and Government parcels within the BID, supported and accompanied by the ENGINEER'S REPORT;
- 3.5.4. Appeal process during BID operation, if applicable;
- 3.5.5. Annual budget for each year of operation;
- 3.5.6. Initial year operating budget;
- 3.5.7. BID improvements and activities;
- 3.5.8. Assessment boundary and benefit zone map(s), in accordance with California Streets & Highways Code Section 36622 or other applicable laws or CITY policy, supported and accompanied by the ENGINEER'S REPORT.
- 3.6. Submit drafts of the following documents to the CITY CLERK for review, and refrain from releasing any of these draft documents to non-CITY CLERK personnel without written CITY CLERK approval (draft documents distributed to the PROPONENT GROUP during document development must be clearly marked as "draft" and distributed on the expressed condition that "any and all of the content is subject to change"):
 - 3.6.1. ENGINEER'S REPORT, if applicable;
 - 3.6.2. MANAGEMENT DISTRICT PLAN;
 - 3.6.3. PETITION, if applicable;
 - 3.6.4. ASSESSMENT BALLOT DRIVE SUPPLEMENT MATERIAL & MAILING SUPPLIES, if applicable;
 - 3.6.5. Any other documentation required by the CITY CLERK.
- 3.7. Evaluate potential boundaries with the assistance of a REGISTERED PROFESSIONAL ENGINEER, identify potential benefit zones within the proposed BID (if appropriate), and make recommendations to the PROPONENT GROUP;
- 3.8. Create, implement, and execute communication and marketing programs aimed at developing a consensus of support for the establishment of the BID;
- 3.9. Coordinate and attend all necessary meetings with POTENTIAL ASSESSEES, Council Office and the CITY CLERK;
- 3.10. Work with representatives of the City Council to gain authorization for the establishment of the BID, if a BID is determined to be feasible;

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- 3.11. Provide a current DATABASE satisfactory to the CITY CLERK, and update the DATABASE as needed;
- 3.12. Provide a map and a description of the BID boundaries to the CITY CLERK as required by California Streets & Highways Code Section 36622 or other applicable laws;
- 3.13. Advise the CITY CLERK of all CITY-owned and government-owned properties that may be included in the proposed BID as soon as such information is known to CONTRACTOR;
- 3.14. Prepare and deliver, in a form acceptable to the CITY CLERK, property assessment data or other information required by the CITY CLERK to bill for any assessments that may be imposed;
- 3.15. Create and manage the proposed BID PETITION Campaign and assist CITY CLERK by providing materials for the ASSESSMENT BALLOT Drive. Materials include mailing supplies for all POTENTIAL ASSESSEES and supplemental materials to be added to the ASSESSMENT BALLOT packet as requested by the CITY CLERK. Provide an updated, current DATABASE to the CITY CLERK for the mailing of the ASSESSMENT BALLOTS packets;
- 3.16. Provide additional periodic status reports or intermittent progress reports in a timely fashion as requested by the CITY CLERK and Council members or their authorized representatives.
- 3.17. Assist in the creation of a NON-PROFIT ORGANIZATION or the identification of an existing NON-PROFIT ORGANIZATION, which would serve as the owners' association that administers the BID, in accordance with California Streets and Highways Code § 36614.5 or other applicable laws.
- 3.18. Work with BID Board to ensure bank accounts of the operating NON-PROFIT ORGANIZATION are established, financial and accounting systems and controls are in place; Board establishes committee(s), policies, and procedures; compliance with Brown Act requirements in holding meetings; adequate insurance coverage is in effect as required by CITY policy, an executed ADMINISTRATIVE CONTRACT with the CITY CLERK, and initial assistance with CITY reporting requirements as stated in the ADMINISTRATIVE CONTRACT.
- 3.19. If it is determined that a merchant-based BID is more feasible or is established instead of a property-based BID, then the maximum funds available and the list of deliverables (in Section 4) will be different than those listed in the Request for Proposals. No matching funds are required for the establishment of a merchant-based BID. Please see Section 5.3 for the maximum funds available if a merchant-based BID is established.

SECTION 4 – DELIVERABLES

Contractor shall be responsible to provide the following in accordance with the completion dates listed in schedule in APPENDIX A of this RFP:

- 4.1. A Feasibility Study Report (Deliverable 1, Maximum Fee and Performance Schedule, attached hereto as Appendix A and incorporated herein by reference);
- 4.2. A current DATABASE (Deliverable 2 & 5, Appendix A);
- 4.3. A report regarding all government-owned properties that may be included in the proposed BID as soon as such information is known to CONTRACTOR (Deliverable 2, Appendix A);

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- 4.4. Property assessment or other data required by CITY to bill for any assessments that may be imposed (Deliverable 2, Appendix A);
- 4.5. A CITY CLERK approved BID MANAGEMENT DISTRICT PLAN that must include (Deliverable 3, Appendix A):
 - 4.5.1. The proposed BID's Governance/Management structure;
 - 4.5.2. Assessment formula and methodology, including the formulas and methods used to assess any specified government-owned property within the BID, supported and accompanied by the ENGINEER'S REPORT, as applicable;
 - 4.5.3. Assessor Parcel Numbers, supported and accompanied by the ENGINEER'S REPORT, as applicable;
 - 4.5.4. Appeal process;
 - 4.5.5. Annual budget for each year of operation;
 - 4.5.6. Initial year operating budget;
 - 4.5.7. BID improvements and activities;
 - 4.5.8. Assessment boundary and benefit zone map(s), in accordance with California Streets & Highways Code Section 36622 or other applicable laws or CITY policy, supported and accompanied by the ENGINEER'S REPORT;
 - 4.5.9. A map and description of the proposed BID boundaries as required by California Streets & Highways Code Section 36622 or other applicable laws or CITY policy (Deliverable 3, Appendix A);
- 4.6. All draft and final copies of any ENGINEER'S REPORT and any other documentation required by the CITY CLERK (Deliverable 3, Appendix A);
- 4.7. A BID PETITION in a format approved by the CITY CLERK and signed in accordance with California Streets & Highways Code Section 36622 or other applicable laws or CITY policy (Deliverable 4, Appendix A);
- 4.8. Supplemental material, mailing supplies and an updated DATABASE for the ASSESSMENT BALLOT drive in the format(s) approved by the CITY CLERK. Supplement material shall include copies for all POTENTIAL ASSESSEES of the final approved MANAGEMENT DISTRICT PLAN and ENGINEERS REPORT, instructions for completing the ASSESSMENT BALLOT, and any additional documentation which meets requirements of California Government Code Section 53753(c). (Deliverable 5, Appendix A);
- 4.9. Report on the results of the feasibility study, and periodic status reports or intermittent progress reports as requested by the CITY CLERK, Council members or their authorized representatives.
- 4.10. The following documentation associated with CONTRACTOR'S assistance to CITY in identifying the NON-PROFIT ORGANIZATION that could administer the BID: tax-exemption letter from either the Internal Revenue Service or the California Franchise Tax Board; Articles of Incorporation approved by the California Secretary of State; Bylaws; and letter of exemption for a business tax license from CITY'S Office of Finance Tax and Permit Division (Deliverable 6, Appendix A).
- 4.11. Ensure NON-PROFIT ORGANIZATION Board viability through execution of the ADMINISTRATIVE CONTRACT with CITY CLERK, Brown Act notification responsibilities, Bank Account establishment, appointment of a BID director or administrator, access to service providers for BID programs and activities, and initial assistance with City reporting requirements and other requirements of the ADMINISTRATIVE CONTRACT (Deliverable 7, Appendix A).

SECTION 5 – PROPOSAL SUBMISSION REQUIREMENTS

It is CITY'S intent to award a CONTRACT, in a form approved by the City Attorney, to the selected PROPOSER. This RFP and the PROPOSAL submitted or any part thereof may be incorporated into and made a part of the CONTRACT. Written PROPOSALS accepted by CITY constitute acknowledgement and acceptance of all terms and conditions hereinafter set forth in this RFP, unless otherwise expressly stated in the PROPOSAL and/or a legally binding CONTRACT offer.

It is requested that PROPOSALS be prepared simply and economically, avoiding the use of unnecessary promotional material.

All PROPOSALS submitted must address all requirements of this section. CITY reserves the right to refuse any PROPOSAL which does not follow the requirements of this section.

5.1. PROPOSAL INFORMATION

This Section identifies the information to be submitted in response to this RFP and the order in which it shall appear in the PROPOSAL.

PROPOSALS shall be based only on the materials contained in this RFP, pre-proposal conference responses, amendments, addenda, and other material published by CITY relating to this RFP. PROPOSER shall disregard any previous draft materials and oral representations that may have been obtained by PROPOSER. PROPOSAL shall be submitted in accordance with the requirements set forth in this RFP.

All submitted PROPOSALS shall be consistent with the following format:

5.1.1. Written Proposals

All PROPOSALS must be submitted in writing and PROPOSERS shall complete and return all applicable documents including forms and appendices. CITY may deem a PROPOSER non-responsive if the PROPOSER fails to provide all required documentation and copies.

5.1.2. Language

Each PROPOSAL and all documents submitted by a PROPOSER in connection with this RFP shall be written in English.

5.1.3. Number of Copies Required

PROPOSERS are required to submit one (1) original PROPOSAL signed in ink (including attachments where signatures are required) and five (5) copies. Original and copies must be identified as such.

5.1.4. Packaging of Proposal

The PROPOSALS shall be enclosed in a sealed package(s) with the words "Proposal for the Establishment of the proposed HOLLYWOOD ROUTE 66 Business Improvement District" on the top center portion of the package(s) and with the name and address of the PROPOSER on the top upper left corner of the package(s).

5.2 PROPOSAL FORM AND CONTENT REQUIREMENTS

All submitted PROPOSALS shall consist of, but may not be limited to, the following contents:

5.2.1 Cover Letter

Each PROPOSAL must include a cover letter limited to one page. The cover letter must include the title, address and telephone number of the person(s) authorized to represent the PROPOSER regarding all matters related to the PROPOSAL and any CONTRACT subsequently awarded to said PROPOSER. A person(s) authorized to bind the company to all commitments made in the PROPOSAL shall sign this letter.

5.2.2 Index

Immediately following the cover letter there shall be a comprehensive index, which must include a clear description of the content of the PROPOSAL identifying the information set forth therein by sequential page number and by section reference number.

5.2.3 Business Introduction

PROPOSER shall provide a detailed introduction describing the background of the corporation. The introduction shall include, but not be limited to, the following information:

- 5.2.3.1. Date entity was established and location of entity when established
- 5.2.3.2. Federal corporation ID number
- 5.2.3.3. Current Location of headquarters
- 5.2.3.4. Total number of employees
- 5.2.3.5. Total number of employees in CITY and Southern California
- 5.2.3.6. Specify number of years in business applicable to this RFP
- 5.2.3.7. Brief history and description of business entity

5.2.4 PROPOSER Qualifications

PROPOSER shall reconfirm eligibility requirements from the Request for Qualifications released by CITY. Each submitted PROPOSAL shall include the following clearly identified sections:

5.2.4.1 Legal Knowledge and Experience

PROPOSER shall provide a narrative summary detailing and demonstrating their knowledge of 1) the State of California laws and City ordinances relative to establishing a business improvement district and 2) key components for BID formation listed in SECTION 3: SCOPE OF WORK of this RFP.

5.2.4.2 Litigation Disclosure

PROPOSER shall reconfirm eligibility to enter into a CONTRACT with CITY by clearly identifying any past or current litigation that their corporation was/is involved in which also involves or involved the CITY. If the corporation has not been involved in any past or current litigation with the CITY then PROPOSER must so state.

5.2.4.3 Declaration of Non-Collusion

As set forth in Section 388 of the City Charter and Section 10.18 of the Los Angeles Administrative Code, each PROPOSER must include in their PROPOSAL the Affidavit of Declaration of Non-Collusion:

“The undersigned declares under penalty of perjury that this PROPOSAL is genuine and not a sham or collusion, or made in the interest or on behalf of any person, firm, or corporation not herein named; that the PROPOSER has not directly or indirectly induced or solicited any PROPOSER to put up a sham bid, or any other person, firm, or corporation to refrain from proposing, and that the PROPOSER has not in any manner sought by collusion to secure to himself any advantage over other PROPOSERS.”

The Affidavit shall be clearly identified in this section and shall be signed by an authorized member of the corporation. Any PROPOSAL not accompanied by the Affidavit shall not be considered, and any PROPOSER submitting a falsified Affidavit may be excluded from submitting further PROPOSALS.

5.2.5 Knowledge of Proposed BID Area

PROPOSER shall specifically identify in writing any specific knowledge and experience of prior work anywhere in the proposed target BID area identified in Appendix B.

5.2.6 List of Open Contracts During BID Formation

PROPOSER shall list all open and pending contracts which are anticipated to occur during the formation period of the proposed Hollywood Route 66 BID. PROPOSER shall identify contracts by project name, location, and contracting entity.

5.2.7 Key Personnel

PROPOSER shall identify all persons expected to work on the formation of the proposed Hollywood Route 66 BID and shall include, at minimum, the full name, duties, and qualifications of each person listed.

5.2.8 PROPOSER References

PROPOSER must submit a minimum of five (5) different references (do not repeat customer names) of clients for whom PROPOSER has provided services within the past three (3) years. The list shall include the company name, address, contact person, telephone number of the contact person, and a description of services provided for each client listed as a reference.

5.2.9 PROPOSAL Cost

Maximum Fee and Performance Schedule

PROPOSER shall adhere to the Maximum Fee and Performance Schedule, attached hereto as Appendix A, for the completion of the BID establishment process – as outlined in Section

3 & 4 of this RFP - and the commencement of BID services that includes approximate dates for:

- 5.2.9.1 Completion of FEASIBILITY STUDY for possible BID establishment
- 5.2.9.2 Completion of a DATABASE OF POTENTIAL ASSESSEES
- 5.2.9.3 Submission of BID MANAGEMENT DISTRICT PLAN and detailed, supportive ENGINEER'S REPORT, if applicable
- 5.2.9.4 Completion of PETITION drive, if applicable
- 5.2.9.5 Submission of materials for an ASSESSMENT BALLOT drive, if applicable
- 5.2.9.6 Establishment and/or Identification of a NONPROFIT ORGNAZIATION
- 5.2.9.7 Assistance to BID for INITIAL OPERATION

The Maximum Fee and Performance Schedule is based on the amount of funds available and the target date of BID formation. PROPOSER may make requests for adjustments to the amounts within each task or the suggested completion dates of the Maximum Fee and Performance Schedule based on PROPOSERS experience and schedule. In this case, PROPOSER must include in PROPOSAL an additional document titled "**Appendix A Supplement,**" which clearly outlines the proposed change(s) to the Maximum Fee and Performance Schedule and clearly explains the reason for the request for change. Supporting documentation may be included. No change to amounts which alters the stipulation in Section 5.3 or the total of the contract will be considered. All other requests will be considered during the evaluation and review period and may be discussed with PROPOSER. However, the submission of an **Appendix A Supplement** change request does not entitle a change and CITY reserves the right to enforce Appendix A as currently supplied during the time of CONTRACT award.

If a PROPOSER is offered a CONTRACT by CITY, requests for changes to the Maximum Fee and Performance Schedule must be approved by the City Clerk within 30 days of the proposed completion date and must be approved prior to the continuance of work on the requested change.

5.3 AMOUNT OF FUNDS FOR SERVICES

The maximum amount of funds available for services provided under this RFP from the City of Los Angeles, Office of the City Clerk, is \$80,000. The Office of the City Clerk will provide funding in the amount of \$40,000 for Deliverables 1 through 5. (Note: As a Merchant-based BID formation is less time consuming and legally less involved than the formation of a Property-based BID, the maximum amount available for Merchant BID formation is \$40,000. Deliverables in Appendix A will be adjusted if a Merchant-based BID is established). An additional \$40,000 is available from members of the Hollywood Route 66 proponent group for Deliverables 6 & 7 only. If any additional matching funds are received by the business community for BID formation these may be added to the amount available for Deliverables 6 & 7 only. **Please note: The City of Los Angeles is not responsible for matching funds.**

5.4 COST OF PROPOSAL SUBMISSION

CITY is not responsible for any costs incurred by PROPOSER submitting PROPOSALS. All PROPOSERS who respond to this RFP do so solely at their own expense.

5.5 ADDITIONAL PROPOSAL INFORMATION

5.5.1. Cost Proposal

The PROPOSER who is awarded the CONTRACT must provide services described in this RFP for the prices quoted in their PROPOSAL.

5.5.2. Authorized Signatures

PROPOSALS must be signed by the person(s) authorized to bind the company to all PROPOSAL commitments and to contract on behalf of PROPOSER. Consortiums, joint ventures, or teams submitting PROPOSALS will not be considered responsive unless it is established that all contractual responsibility rests solely with one PROPOSER or one legal entity. The PROPOSAL must identify the responsible entity.

5.5.3 Information Requested and Not Furnished

The information requested and the manner of submission is essential to permit prompt evaluation of all PROPOSALS. Accordingly, CITY reserves the right to declare as non-responsive and reject any PROPOSALS in which information is requested and is not furnished or when a direct or complete answer is not provided.

5.5.4. Adherence to RFP Format

Responses to this RFP must be made in accordance with the format set forth in this Section. Failure to adhere to this format may be cause for rejection of the PROPOSAL as non-responsive.

5.5.5. Alternatives

The PROPOSER shall not change any wording in this RFP or associated documents. Any explanation or alternatives offered shall be submitted in a letter attached to the front of the PROPOSAL documents. This letter shall fully describe in writing any omissions or deviations from the requirements set forth in this RFP and the reasons why said omissions or deviations are in the best interest of CITY. The effect of any omissions or deviations, including cost, on the proposed work shall also be included.

Alternatives that do not substantially meet CITY'S requirements cannot be considered. PROPOSALS offered subject to conditions and/or limitations by the PROPOSER may be rejected as non-responsive.

5.5.6. Proposal Errors

PROPOSER is liable for all errors or omissions incurred by PROPOSER in preparing the PROPOSAL. Except as provided elsewhere in this RFP, PROPOSER will not be allowed to alter PROPOSAL documents after the due date for submission.

CITY reserves the right to make corrections or amendments due to errors identified in PROPOSAL by CITY or PROPOSER. This type of correction or amendment will only be allowed for errors such as typing, transposition or any other obvious error. Any changes will

be date and time stamped and attached to PROPOSAL. All changes must be coordinated in writing with, authorized by and made by CITY.

5.5.7. Waiver of Minor Administrative Irregularities

CITY reserves the right, at its sole discretion, to waive minor administrative irregularities contained in any PROPOSAL.

5.5.8. Interpretation and Clarifications

CITY will consider prospective recommendations or suggestions regarding any requirements before the Pre-Proposal Conference. All recommendations or suggestions must be in writing and submitted to CITY. CITY reserves the right to modify requirements on this RFP determined by CITY to be in its best interest.

5.6. CITY'S CONTACT

All questions concerning this process must be directed to CITY'S contact:

Rita Moreno, Management Analyst
Office of the City Clerk
Neighborhood and Business Improvement District Division
(213) 978-1122

Written correspondence can be sent directly to Rita Moreno via email at rita.moreno@lacity.org or through standard mail at:

Rita Moreno, Management Analyst
Office of the City Clerk
Neighborhood and Business Improvement District Division
200 N Spring Street #224
Los Angeles, CA 90012

5.7. PRE-PROPOSAL CONFERENCE

A PROPOSERS' Conference will be held, during which time PROPOSERS will be given the opportunity to ask questions concerning this RFP. This conference is scheduled as follows:

**Tuesday, April 4, 2017
1:30pm**

**Neuberg & Neuberg Importers Group, Inc.
6001 Santa Monica Boulevard
Los Angeles, CA 90038-2610
(Entrance in rear of building, limited parking on-site)**

5.7.1 Purpose of Pre-Proposal Conference

The purpose of the conference is to clarify the contents of this RFP and to discuss CITY'S requirements. CITY representatives will be available to respond to questions from PROPOSERS concerning this RFP. Written and oral questions will be answered at the Pre-

Proposal Conference by clarifying what is already part of this RFP. Conditions and terms of this RFP will not be negotiated at the conference.

5.7.2 Pre-Proposal Conference Questions

To maximize the effectiveness of the conference, PROPOSERS shall provide questions in writing prior to the conference. This will enable the CITY CLERK to prepare responses in advance. Additional questions may be accepted at the conference. However, responses may be deferred and provided as addenda to this RFP following the conference.

PROPOSERS planning to attend the conference must send advance notification and questions in writing via email to: clerk-nbid@lacity.org with the subject line: **Pre-Proposal Conference: Hollywood Route 66**, and include the names(s) of person(s) attending.

SECTION 6 – DEADLINE

6.1. DEADLINE AND ADDRESS FOR SUBMISSION OF PROPOSALS

PROPOSALS MUST ARRIVE AT THE ADDRESS BELOW BY TUESDAY, APRIL 25, 2017, NO LATER THAN 4:00 P.M. PACIFIC TIME.

Office of the City Clerk
Neighborhood and Business
Improvement District Division
200 North Spring Street, Room 224
Los Angeles, CA 90012

SECTION 7 – LATE PROPOSALS, & PROPOSAL WITHDRAWALS

7.1. LATE PROPOSALS

PROPOSALS received after the deadline will remain unopened and will be returned to the PROPOSER. CITY will not be responsible for any errors or omissions in the PROPOSAL, or any delays in receipt of the PROPOSAL, including those due to the method of delivery.

7.2. WITHDRAWAL OF PROPOSALS

7.2.1 Prior to Submission Deadline

PROPOSER may withdraw submitted PROPOSAL in writing at any time prior to the specified deadline. Faxed requests for withdrawals will be accepted. A written request to withdraw the PROPOSAL, signed by an authorized representative of the company, must be submitted to CITY. After withdrawing a previously submitted PROPOSAL, the PROPOSER may submit another PROPOSAL at any time up to the specified deadline.

7.2.2 After Submission Deadline

PROPOSER may withdraw submitted PROPOSAL in writing after the specified deadline. Faxed requests for withdrawals will be accepted. A written request to withdraw the PROPOSAL, signed by an authorized representative of the company, must be submitted to CITY.

SECTION 8 – PROPOSAL INFORMATION & AWARD INFORMATION

8.1. CONFERENCE DURING THE EVALUATION PERIOD

After the expiration of the PROPOSAL submission deadline and continuing until a CONTRACT has been awarded, all CITY personnel involved in the project will have been specifically directed against holding any meetings, conferences or technical discussions with any PROPOSER, except as provided in this Section. Should PROPOSER improperly contact CITY personnel during the evaluation period, such contact could invalidate PROPOSER'S proposal in its entirety at CITY's sole discretion.

8.2. AMERICANS WITH DISABILITIES ACT

As covered under Title II of the Americans With Disabilities Act, CITY does not discriminate on the basis of disability and, upon request, will provide reasonable accommodation to ensure equal access to its PROPOSALS, programs, services and activities. If an individual with a disability requires accommodations to attend a pre-proposal conference, site examination or proposal opening, please contact CITY at least five (5) working days prior to the scheduled event.

8.3. EVALUATION OF PROPOSALS

CITY shall reserve the right to use such other criteria as may be deemed appropriate in evaluating PROPOSALS, even if such criteria are not mentioned in this RFP. PROPOSERS submitting the highest-rated written responses may be called for an oral interview to further assess their qualifications.

8.3.1 Evaluation Criteria

CITY'S criteria for evaluating the PROPOSALS will include, but not be limited to, the following:

8.3.1.1. Content of PROPOSAL

The PROPOSER must demonstrate the knowledge and ability to perform all deliverables described in this RFP.

8.3.1.2. Staffing

The evaluation committee will also consider the demonstrated experience, technical expertise, and background of the personnel to be assigned to this CONTRACT. Therefore, all PROPOSALS shall include a complete list, by name and title, of those representatives participating in the program, including identification of the primary representative.

8.3.1.3. Work Experience

Capability to complete the work efficiently and satisfactorily; and to complete the work within a reasonable time frame.

8.3.1.4. Past Performance

The PROPOSER must exhibit a record of successful past performance as well as an above-average reputation for the delivery of such services.

8.3.1.5. Services to be Provided

The adequacy, scope, and quality of the services to be provided will be considered.

8.3.1.6. Time Deadlines

The PROPOSER must exhibit organizational ability, a precise schedule, and commitment to complete the services within acceptable time limits.

8.3.1.7. Company Commitment to Project

The Evaluation Committee will examine the capabilities of the technical staff to complete the work efficiently and satisfactorily, and will look at the ability of the PROPOSER'S project management staff to apply proper controls for meeting deadlines. The Committee will further examine the overall ability of the PROPOSER to handle work of the scope and type represented in this RFP, and to complete the work within a reasonable time frame.

8.3.1.8 Price (See Section 5.3 for total amount available)

The maximum price to perform all deliverables is described in this RFP. CITY will consider the pricing information contained in the RFP as binding on the PROPOSER. The PROPOSER awarded the CONTRACT must provide services described in this RFP for the prices quoted in the PROPOSAL.

8.4. AWARD OF CONTRACT

Award of CONTRACT is made to the PROPOSER with the most responsive and responsible PROPOSAL. Awards are not restricted to the lowest offer or bid.

The PROPOSER to whom the CONTRACT for any or all of the desired services is awarded shall be required to enter into a written CONTRACT with the CITY in a form approved by the City Attorney. This RFP and the PROPOSAL, or any part thereof, may be incorporated into and made a part of the final CONTRACT. However, CITY reserves the right to further negotiate the terms and conditions of the CONTRACT with the selected PROPOSER.

8.5. REJECTION OF PROPOSALS

CITY reserves the right to reject any or all PROPOSALS; to waive any minor informality in PROPOSALS received; to reject any unapproved alternate PROPOSAL; and to reject the PROPOSAL of any PROPOSER who has previously failed to perform competently in any prior business relationship with CITY. The rejection of any or all PROPOSALS shall not render CITY liable for costs or damages.

SECTION 9 – GENERAL TERMS AND CONDITIONS

9.1. PROPERTY OF CITY/PROPRIETARY MATERIAL

All PROPOSALS submitted in response to this RFP including documents, drawings, plans, photos and narrative material, shall become the property of the CITY and subject to the State of California Public Records Act (California Government Code Section 6250 et seq. hereinafter referred to as “CPRA”) or the Ralph M. Brown Act (California Government Code Section 54950 et seq.). PROPOSERS must identify in writing all copyrighted material, trade secrets or other proprietary information that the PROPOSERS claim are exempt from the CPRA.

In the event a PROPOSER claims such an exemption, the PROPOSER is required to state in the PROPOSAL the following:

“The PROPOSER will indemnify CITY and its officers, employees and agents, and hold them harmless from any claim or liability and defend any action brought against them for their refusal to disclose copyrighted material, trade secrets or other proprietary information to any person making a request thereof.”

Failure to include such a statement shall constitute a waiver of a PROPOSER'S right to exemption from this disclosure and authority for CITY to provide a copy of the PROPOSAL or any part thereof to the requestor. In the event no exemption is claimed, response to this Section shall include the statement “No exemption claimed.”

9.2. ADDENDA

CITY reserves the right to submit addenda to this RFP, which may add additional requirements to be considered responsive. CITY will send any change to or interpretation of this RFP to each firm or individual to whom this RFP has been sent, and any such changes or interpretations shall become a part of said RFP for incorporation into any CONTRACT awarded pursuant thereto.

All PROPOSERS must acknowledge any addenda issued as a result of any change in this RFP on the PROPOSER'S signature declaration page. Failure to indicate receipt of addenda may result in a PROPOSAL being rejected as non-responsive.

9.3. EXECUTION OF CONTRACT

A response to this RFP is an offer to CONTRACT with CITY based upon the terms, conditions, service level agreement and specifications contained in the PROPOSAL submitted. CONTRACTOR shall not begin work until after a CONTRACT is awarded by CITY and executed by all parties.

9.4. AMENDMENTS/MODIFICATIONS/CHANGE ORDERS

Any amendments, adjustments, alterations, additions, deletions, or modifications in the terms and/or conditions of resultant agreement must be made by written change order approved by CITY and CONTRACTOR. If CONTRACTOR performs any modification without a written change order, CITY shall neither pay for nor be obligated to accept said modification.

9.5. PRIME CONTRACTOR

The PROPOSER awarded the CONTRACT must be the prime CONTRACTOR performing the primary functions of the CONTRACT. If any portion of the CONTRACT is to be subcontracted, it must be clearly set forth in the PROPOSAL document as to what part(s) is to be subcontracted, the reasons for the subcontracting and a listing of the subcontractors. CITY reserves the right to reject any PROPOSAL wherein use of subcontractors significantly affects the ability of the PROPOSER to function as the prime CONTRACTOR on the awarded CONTRACT. The prime CONTRACTOR shall at all times be responsible for the acts and errors or omissions of its subcontractors or joint participants and persons directly or indirectly employed by them.

9.6. SUBCONTRACTORS/JOINT VENTURES

CONTRACTOR shall be the prime CONTRACTOR and, as such, is responsible for assuring that all work performed under the CONTRACT meets all requirements of the CONTRACT.

CONTRACTOR agrees to obtain approval from CITY prior to hiring any subcontractor(s) for work under the terms of the CONTRACT and such approval shall not be unreasonably withheld. Further, nothing in the CONTRACT shall constitute any contractual relationship between any others and CITY or any obligation on the part of CITY to pay or be responsible for the payment of any sums to the subcontractors.

9.7. REPLACEMENT OF CONTRACTOR'S PERSONNEL

CITY reserves the right to have the CONTRACTOR replace any CONTRACT personnel with equally or better qualified staff upon submitting written notice to CONTRACTOR. In addition, CITY reserves the right to approve in advance any changes in project personnel or levels of commitment by the CONTRACTOR to the project.

SECTION 10 – CONTRACT PROVISIONS AND CERTIFICATIONS

This Section sets forth certain mandatory CONTRACT provisions that will be incorporated into the CONTRACT awarded to the selected PROPOSER.

10.1. STANDARD PROVISIONS FOR CITY CONTRACTS

The CONTRACTOR shall incorporate the Standard Provisions for City Contracts (Rev. 3/09), which are attached hereto as Appendix D, except as modified within the CONTRACT, and will be part of the CONTRACT. Standard Provisions for City Contracts are only to be completed if a CONTRACT is awarded. However, any PROPOSER unable to comply with the Standard Provisions for City Contracts attached in Appendix D may not be awarded a CONTRACT.

10.2. DURATION

The term of this CONTRACT shall commence on the effective date of the CONTRACT and end twenty-four (24) months thereafter. The target completion date for this project is **MAY 31, 2019**. The CITY reserves the right, at its option, to renew the CONTRACT for up to two additional nine (9) month periods. If a BID is not established after 2 years from CONTRACT start date, the City reserves the right to reissue the RFP for remaining deliverables. No guarantee is made for the acceptance of the original Consultant if a new RFP is released.

10.3. WITHHOLDS & RETENTIONS

CITY will withhold an amount equal to fifteen (15) percent of the amount of each invoice submitted by CONTRACTOR until the project has been satisfactorily completed. When the project has been completed, CITY will authorize the final payment, consisting of the cumulative amount of the withheld funds, to be disbursed to CONTRACTOR.

10.4. BILLING & INVOICING REQUIREMENTS

10.4.1. The CONTRACTOR is required to submit invoices that conform to CITY standards and include, at a minimum, the following information:

- 10.4.1.1. Name and address of CONTRACTOR
- 10.4.1.2. Name and address of CITY department being billed
- 10.4.1.3. Date of invoice, period covered, and deliverable completed
- 10.4.1.4. CONTRACT number or authority (purchase order) number
- 10.4.1.5. Deliverable Order or Notice to Proceed
- 10.4.1.6. Description of completed deliverable and amount due for deliverable and proof of completion
- 10.4.1.7. Certification by a duly authorized officer
- 10.4.1.8. Discount and terms (if applicable)
- 10.4.1.9. Remittance address (if different from company address)

10.4.2. All invoices shall be submitted on CONTRACTOR's letterhead, containing CONTRACTOR'S official logo or other unique and identifying information such as the name and address of CONTRACTOR. Evidence that deliverables have been completed in the form of a report, brochure, or photograph shall be attached to all invoices. Invoices shall be submitted within 30 days of service, or monthly, and shall be payable to CONTRACTOR no later than 30 days after acknowledged receipt of a completed and accurate invoice. Invoices are considered complete when appropriate documentation of services provided is signed off as satisfactory by CITY.

10.4.3. Invoices and supporting documentation shall be prepared at the sole expense and responsibility of CONTRACTOR. CITY will not compensate the CONTRACTOR for costs incurred in invoice preparation. CITY may request, in writing, changes to the content and format of the invoice and supporting documentation at any time. CITY reserves the right to request additional supporting documentation to substantiate costs at any time.

10.4.4. Subcontractors' Requirements

Deliverables that are completed by subcontractors shall be supported by subcontractor invoices, copies of pages from reports, brochures, photographs, or other unique documentation that substantiates their charges.

10.4.5. Failure to adhere to these policies may result in non-payment or non-approval of demands, pursuant to Charter Section 262(a), which requires the Controller to inspect the quality, quantity, and condition of services, labor, materials, supplies, or equipment received by any CITY office or department and approve demands before they are drawn on the Treasury.

10.5. RESOURCES SUPPLIED BY CITY

CITY will not be responsible for providing assigned/regular office space, clerical support, telephones or any parking to CONTRACTOR. BID proponents may provide these resources as in-kind services for provision of matching funds. Provision of these resources by the BID proponents by no means implies a property right to those services.

///

DRAFT

APPENDICES

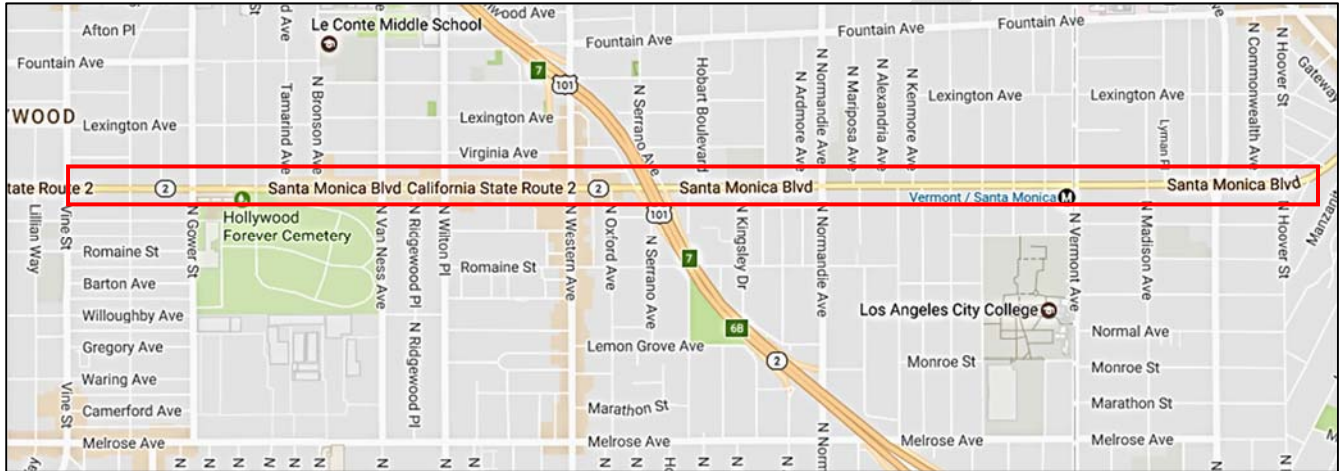
DRAFT

**MAXIMUM FEE AND PERFORMANCE SCHEDULE
FOR THE PROPOSED HOLLYWOOD ROUTE 66 BID**

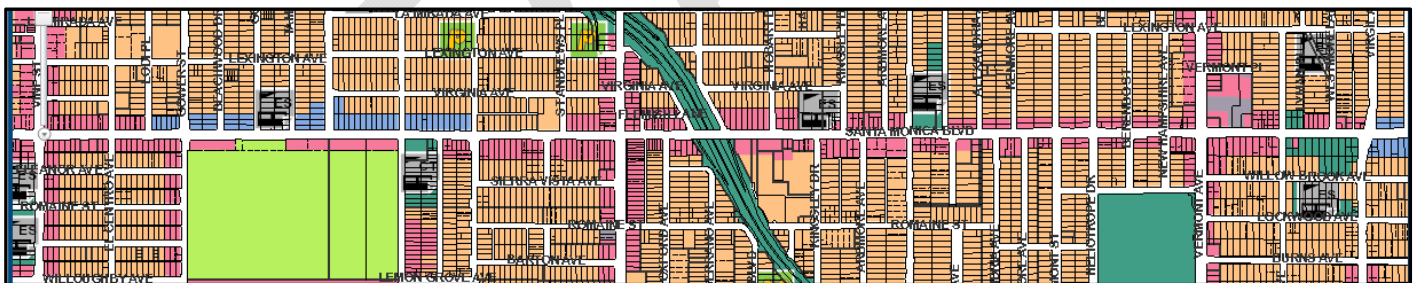
DELIVERABLES	COMPLETION DATE	AMOUNT
DELIVERABLE 1 – FEASIBILITY STUDY Including, but not limited to: Surveying POTENTIAL ASSESSEES utilizing written surveys, focus groups, and/or interviews to determine probability of success of creating a BID in the proposed area. <u>Deliverable:</u> Report detailing the results of the feasibility study. Provide proposed boundaries to Analyst. Proof of contact with each POTENTIAL ASSESSEE (e.g. copy of mailing list, copy of sign in sheets from scoping meetings, etc.)	Aug 2017	\$9,000
DELIVERABLE 2 – DATABASE OF POTENTIAL ASSESSEES Including, but not limited to: Developing a current DATABASE, as defined in Section 2 of this RFP, that is satisfactory to the CITY CLERK and updated as needed. <u>Deliverable:</u> A current DATABASE in Microsoft Office Excel format; property assessment and other data; and a report of CITY-owned property.	Sept 2017	\$5,000
DELIVERABLE 3 – MANAGEMENT DISTRICT PLAN AND ENGINEER'S REPORT Including but not limited to: Developing a BID MANAGEMENT DISTRICT PLAN in conjunction with a REGISTERED PROFESSIONAL ENGINEER, the PROPONENT GROUP, and the CITY CLERK pursuant to all applicable laws and Sections 3 and 4 of this RFP. <u>Deliverable:</u> A MANAGEMENT DISTRICT PLAN supported and accompanied by a legible map with parcels easily identifiable and a stand-alone detailed ENGINEER'S REPORT.	Dec 2017	\$12,000
DELIVERABLE 4 – PETITION DRIVE Including but not limited to: Creating a PETITION in a format approved by the CITY CLERK and obtaining signatures adhering to the requirements of Sections 3 and 4 of this RFP, the CITY CLERK and all applicable laws. <u>Deliverable:</u> Draft and final signed copies of PETITIONS adhering to the requirements of the CITY CLERK and all applicable laws and submitted by the deadline determined by the CITY CLERK.	Jan 2017	\$10,000
DELIVERABLE 5 – ASSESSMENT BALLOT DRIVE Including but not limited to: Providing supplemental and mailing materials for an ASSESSMENT BALLOT drive as approved by the CITY CLERK, including an updated DATABASE, related to the ASSESSMENT BALLOT drive as required by the CITY CLERK and all applicable laws <u>Deliverable:</u> Submit an updated DATABASE, mailing materials, and copies of the final CITY CLERK approved MANAGEMENT DISTRICT PLAN, ASSESSMENT BALLOT completion instructions, and all additional documentation as required by the CITY CLERK and applicable laws by the deadline determined by the CITY CLERK	May 2018	\$4,000
DELIVERABLE 6 – PROOF OF NONPROFIT STATUS Including but not limited to: Documentation associated with CONTRACTOR'S assistance to CITY with identifying a NON-PROFIT ORGANIZATION that could administer the BID <u>Deliverable:</u> Copies of the tax-exemption letter from either the Internal Revenue Service or the California Franchise Tax Board; Articles of Incorporation approved by the California Secretary of State; Bylaws; and letter of exemption for a business tax license from the City of Los Angeles Office of Finance Tax and Permit	July 2018	\$20,000
DELIVERABLE 7 – BID INITIAL OPERATION Including but not limited to: Assist appointed NON-PROFIT ORGANIZATION to begin BID operation and ensure compliance with ADMINISTRATIVE CONTRACT requirements (In the event the BID is established and approved by City Council) <u>Deliverable:</u> Original executed ADMINISTRATIVE CONTRACT and Standard Provisions completed by owners' association, including certificates of required insurance; agendas and copies of minutes from meetings showing adherence to the Brown Act; draft copies of 1 st quarter newsletter and activity report due end of April 2019 .	Jan 1, 2019	\$20,000

HOLLYWOOD ROUTE 66 BUSINESS IMPROVEMENT DISTRICT TARGET AREA MAP










Santa Monica Blvd., between Hoover St. and Vine St., excluding parcels within the East Hollywood BID and the Hollywood Media District BID.



Proposed BID Area Zoning



GENERALIZED ZONING

	OPEN SPACE		MULTIPLE RESIDENTIAL		PARKING
	AGRICULTURAL		COMMERICAL		PUBLIC FACILITIES
	ONE-FAMILY DWELLING		MANUFACTURING		HILLSIDE

PROJECTED HOLLYWOOD ROUTE 66 BID RFP SCHEDULE**RFP RELEASE DATE:** **Tuesday, March 28, 2017****PRE-PROPOSAL CONFERENCE:** **1:30 PM on Tuesday, April 4, 2017**

Neuberg & Neuberg Importers Group, Inc.
6001 Santa Monica Boulevard
Los Angeles, CA 90038-2610
(Entrance in rear of building, limited parking on-site)

PROPOSAL SUBMITTAL DEADLINE: **4:00 PM on Tuesday, April 25, 2017**

Office of the City Clerk
Neighborhood and Business
Improvement District Division
200 North Spring Street, Room 224
Los Angeles, CA 90012

NOTE: One (1) original and five (5) copies must be delivered to the above address by the deadline date and time. Late submissions will be returned unopened to the sender.

PROJECTED PROPOSER INTERVIEWS **Week of May 8 – 12, 2017**

NOTE: Day, time, and location to be determined

PROJECTED PROPOSER SELECTION **Tuesday, May 16, 2017****PROJECTED CONTRACT START DATE** **June 1, 2017****BID BEGINS OPERATION (TARGET DATE)** **January 1, 2019****TARGET PROJECT COMPLETION DATE** **May 31, 2019**

STANDARD PROVISIONS FOR CITY CONTRACTS

DRAFT



Rita Moreno <rita.moreno@lacity.org>

Hollywood Route 66 Proposed BID - Pre-Proposal Conference - Tuesday, April 4, 2017 @ 1:30 PM

Rita Moreno <rita.moreno@lacity.org>

Fri, Mar 31, 2017 at 6:20 PM

To: Larry Neuberg <larryneuberg@nnigroup.com>, Jeff Zarrinam <Jeff@hollywoodhotel.net>, Ferris Wehbe <ferriswehbe@gmail.com>, "homer@hollywoodforever.com" <homer@hollywoodforever.com>, "mmzagha@aol.com" <mmzagha@aol.com>, "Gubler, Leron" <Leron@hollywoodchamber.net>, "jcrowell@cimgroup.com" <jcrowell@cimgroup.com>, "tyler@hollywoodforever.com" <tyler@hollywoodforever.com>
Cc: Rosemary Hinkson <rosemary.hinkson@lacity.org>

Happy Friday Everyone!

As you know, we are scheduled to hold the Pre-Proposal Conference on Tuesday, April 4, 2017, at 1:30 p.m., at Neuberg & Neuberg Importers Group, Inc., 6001 Santa Monica Blvd., L.A. 90038. At the Conference, we will answer any questions related to the RFP (Request for Proposals).

This is not an interview, so we do not want to get into an exchange with any particular consultant/firm as to their qualifications or how they do their work. We can provide general information about the proposed Hollywood Route 66 BID area.

I have not received any questions or indication of attendance by any of our pre-qualified consultants. Don't be disappointed if no one attends (I'm told this is common). It will be a good opportunity for us to get to know each other as I will be working with you throughout this process.

I look forward to meeting you next week. I'm off Monday, so any questions that arise between now and the Conference, I'll get back to you Tuesday morning.

Rita

--

Rita Moreno
City of Los Angeles
Office of the City Clerk
Neighborhood and Business Improvement District Division
200 N. Spring Street, 2nd Floor #237
Los Angeles, CA 90012
Office (213) 978-1122
Fax (213) 978-1130



Hollywood Route 66 Conference Call

Gubler, Leron <Leron@hollywoodchamber.net>

Tue, Jun 6, 2017 at 9:32 AM

To: Rita Moreno <rita.moreno@lacity.org>, Jeff Zarrinam <jeff@hollywoodhotel.net>

Cc: Larry Neuberg <larryneuberg@nnigroup.com>, Ferris Wehbe <ferris@thehollywooddistillery.com>, Rosemary Hinkson <rosemary.hinkson@lacity.org>

I now have a short conference call at 2 p.m. on the 13th but am available from 2:30 p.m. on the rest of the afternoon.

Leron



Leron Gubler

President & CEO

Hollywood Chamber of Commerce

6255 Sunset Blvd, Ste 150, Hollywood, Ca 90028

323-469-8311 x12

leron@hollywoodchamber.net

www.hollywoodchamber.net | www.walkoffame.com



From: Rita Moreno [mailto:rita.moreno@lacity.org]

Sent: Tuesday, June 6, 2017 8:14 AM

To: Jeff Zarrinam <jeff@hollywoodhotel.net>

Cc: Larry Neuberg <larryneuberg@nnigroup.com>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>; Gubler, Leron <Leron@hollywoodchamber.net>

Subject: Re: Hollywood Route 66 Conference Call

The 13th can work. I've placed a hold on my calendar and sent it to Rosemary as well.

On Sat, Jun 3, 2017 at 2:21 PM, Jeff Zarrinam <Jeff@hollywoodhotel.net> wrote:

How about 6/12 or 6/13 at 3pm?

From: Rita Moreno [mailto:rita.moreno@lacity.org]

Sent: Wednesday, May 31, 2017 2:48 PM

To: Larry Neuberg <larryneuberg@nnigroup.com>

Cc: Jeff Zarrinam <Jeff@Hollywoodhotel.net>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>; Leron Gubler <leron@hollywoodchamber.net>

Subject: Re: Hollywood Route 66 Conference Call

Rosemary can't make it. Can you give me some more dates and times when you all are available? More than one option will work best.

On Wed, May 31, 2017 at 11:18 AM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

So sorry to hear the sad news, I would be willing to reschedule if necessary.....

Thanks,

Larry P. Neuberg

President & CEO



NEUBERG & NEUBERG IMPORTERS GROUP, INC.

6001 Santa Monica Boulevard

Los Angeles, California 90038-2610 USA

Direct: (323) 769-4861 • Cell: (323) 691-6380 • Fax: (323) 769-4829

Email: larryneuberg@nnigroup.com • Web Site: www.nnigroup.com

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 Please consider the environment before printing this e-mail.

From: Rita Moreno [<mailto:rita.moreno@lacity.org>]

Sent: Wednesday, May 31, 2017 10:55 AM

To: Larry Neuberg <larryneuberg@nnigroup.com>

Cc: Jeff Zarrinnam <Jeff@hollywoodhotel.net>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>; Leron Gubler <leron@hollywoodchamber.net>

Subject: Re: Hollywood Route 66 Conference Call

There was a death in the family and the services are in Simi Valley that day. I may not make it. I'll have to see if Rosemary can participate.

On Tue, May 30, 2017 at 11:48 AM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

I am ok with June the 5th, at 3pm.....

Thanks,

Larry P. Neuberg

President & CEO



NEUBERG & NEUBERG IMPORTERS GROUP, INC.

6001 Santa Monica Boulevard

Los Angeles, California 90038-2610 USA

Direct: (323) 769-4861 • Cell: (323) 691-6380 • Fax: (323) 769-4829

Email: larryneuberg@nnigroup.com • Web Site: www.nnigroup.com

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 Please consider the environment before printing this e-mail.

From: Jeff Zarrinam [mailto:Jeff@Hollywoodhotel.net]

Sent: Saturday, May 27, 2017 3:35 PM

To: Rita Moreno <rita.moreno@lacity.org>

Cc: Larry Neuberg <larryneuberg@nnigroup.com>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>; Leron Gubler <leron@hollywoodchamber.net>

Subject: Re: Hollywood Route 66 Conference Call

Ok we are set then

Vaya con Dios,

Jeff Zarrinam

Hotel Director

Hollywood Hotel

Mobile: 323-208-2267

Jeff@HollywoodHotel.net

Sent from my iPhone 7

On May 25, 2017, at 3:00 PM, Rita Moreno <rita.moreno@lacity.org> wrote:

That works for us.

On Thu, May 25, 2017 at 10:02 AM, Jeff Zarrinam <Jeff@hollywoodhotel.net> wrote:

How about 3pm on June 5th?

Vaya con Dios,

Jeff Zarrinam

Hotel Director

Hollywood Hotel

Mobile: [323-208-2267](tel:323-208-2267)

Jeff@HollywoodHotel.net

Sent from my iPhone 7

On May 25, 2017, at 12:03 PM, Rita Moreno <rita.moreno@lacity.org> wrote:

Sorry folks, but it looks like we need to reschedule. I didn't realize that my regular day off, Monday the 30th, is Memorial Day, which means that Tuesday becomes my regular day off.

Please let me know which days you all are back in town and available. Sorry for the delay, but either Rosemary or myself need to participate on the panel and we're both off on the 31st.

Thanks.

Rita

On Tue, May 23, 2017 at 2:54 PM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

Correction, please disregard my first email, I can do the 30th in my office.....

Thanks,

Larry P. Neuberg

President & CEO

<image001.jpg>

NEUBERG & NEUBERG IMPORTERS GROUP, INC.

6001 Santa Monica Boulevard

Los Angeles, California 90038-2610 USA

Direct: (323) 769-4861 • Cell: (323) 691-6380 • Fax: (323) 769-4829

Email: larryneuberg@nnigroup.com • Web Site: www.nnigroup.com

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 Please consider the environment before printing this e-mail.

From: Jeff Zarrinnam [mailto:Jeff@Hollywoodhotel.net]

Sent: Tuesday, May 23, 2017 2:35 PM

To: Rita Moreno <rita.moreno@lacity.org>

Cc: Larry Neuberg <larryneuberg@nnigroup.com>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>

Subject: Re: Hollywood Route 66 Conference Call

Hello Rita

It would have to be on the 30th in the afternoon as Leron and I will be out of town on chamber business on the 31st

Vaya con Dios,

Jeff Zarrinnam

Hotel Director

Hollywood Hotel

Mobile: [323-208-2267](tel:323-208-2267)

Jeff@HollywoodHotel.net

Sent from my iPhone 7

On May 23, 2017, at 1:53 PM, Rita Moreno <rita.moreno@lacity.org> wrote:

Good Morning Everyone:

Attached are my revised evaluation forms and the rating sheet. I am contacting the two Consultants to schedule the interviews. Remember this evaluation process is **confidential**. Please do not discuss/share this with anyone besides yourselves (Larry, Ferris and Jeff), Rosemary and myself.

For the interviews, anyone else who would like to participate can do so. Please remind me whether we are conducting the interviews on the 30th or 31st, and confirm the starting time (after 3:00 p.m.?).

I am making the calls to schedule so please confirm the date, time and who will participate in the interviews that will be held at Larry's business, as soon as possible.

Thanks.

Rita

On Mon, May 15, 2017 at 10:40 AM, Jeff Zarrinam <Jeff@hollywoodhotel.net> wrote:

[Rita](#)

[Attached is my evaluation for David Taussig & Associates](#)

Vaya con Dios,

Jeff Zarrinam, C.H.A.

President & CEO

<image016.jpg>

1160 North Vermont Avenue, Hollywood, CA 90029

<image002.jpg> [323-315-1831](tel:323-315-1831)

<image003.png> [323-208-2267](tel:323-208-2267)

Fax [323-315-1872](tel:323-315-1872)

Reservations [800-800-9733](tel:800-800-9733)

<image004.gif> jeff@hollywoodhotel.net

Web www.hollywoodhotel.net

<image017.jpg><image018.jpg><image019.jpg><image020.jpg><image021.jpg><image022.jpg><image023.jpg>
<image024.jpg><image025.jpg><image026.jpg>

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From: Rita Moreno [mailto:rita.moreno@lacity.org]

Sent: Friday, May 12, 2017 2:51 PM

To: Jeff Zarrinam <Jeff@Hollywoodhotel.net>

Cc: Larry Neuberg <larryneuberg@nnigroup.com>; Ieron <leron@hollywoodchamber.net>; Mike B <mboulos00@gmail.com>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>

Subject: Re: Hollywood Route 66 Conference Call

Rosemary will not be able to join in. She was out for a couple of weeks and is still trying to catch up, so we should not await her evaluations.

On Fri, May 12, 2017 at 2:39 PM, Jeff Zarrinam <Jeff@hollywoodhotel.net> wrote:

We can set up a conference call dial in #

Await for conference call instructions from Mike Boulos

From: Rita Moreno [<mailto:rita.moreno@lacity.org>]
Sent: Friday, May 12, 2017 12:13 PM
To: Larry Neuberg <larryneuberg@nnigroup.com>
Cc: Jeff Zarrinam <Jeff@Hollywoodhotel.net>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>
Subject: Re: Hello !!

Both Rosemary and I are out that day (we're on a 9/80 schedule), but I'm willing to call in for this discussion. Do any of you have a phone system to connect us all?

On Fri, May 12, 2017 at 10:38 AM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

That time would work for me.....

Thanks,

Larry P. Neuberg

President & CEO

<image015.jpg>

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6001 Santa Monica Boulevard

Los Angeles, California 90038-2610 USA

Direct: (323) 769-4861 • Cell: (323) 691-6380 • Fax: (323) 769-4829

Email: larryneuberg@nnigroup.com • Web Site: www.nnigroup.com

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From: Jeff Zarrinnam [mailto:Jeff@Hollywoodhotel.net]
Sent: Friday, May 12, 2017 10:29 AM
To: Ferris Wehbe <ferris@thehollywooddistillery.com>
Cc: Rita Moreno <rita.moreno@lacity.org>; Larry Neuberg <larryneuberg@nnigroup.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>
Subject: Re: Hello !!

That time is good for me

Vaya con Dios,

Jeff Zarrinnam

Hotel Director

Hollywood Hotel

Mobile: [323-208-2267](tel:323-208-2267)

Jeff@HollywoodHotel.net

Sent from my iPhone 7

On May 12, 2017, at 10:27 AM, Ferris Wehbe <ferris@thehollywooddistillery.com> wrote:

Can we do a conference call on May 15 anytime after 10 am

Ferris Wehbe
Hooch Master
www.thehollywooddistillery.com
www.ferriswehbe.org
<http://www.lacedars.org/>
[323-465-6591](tel:323-465-6591) office
[323-573-8940](tel:323-573-8940) cell

From: Rita Moreno <rita.moreno@lacity.org>

Sent: Friday, May 12, 2017 8:15:38 AM
To: Jeff Zarrinnam

Cc: Larry Neuberg; Ferris Wehbe; Rosemary Hinkson
Subject: Re: Hello !!

Thanks, Jeff. We'll wait for Rosemary's scores, but it looks like we'll need to schedule a conference call for the group. When scores differ by such a high margin, it is necessary to discuss the basis for our individual scores and determine whether any one or more of us can adjust our numbers so that, if challenged, there is greater consensus on the strengths and weaknesses of each proposal.

On Thu, May 11, 2017 at 7:19 PM, Jeff Zarrinam <Jeff@hollywoodhotel.net> wrote:

Hello Rita

Sorry for my delayed response.

Attached is my evaluations of the RFP's

Vaya con Dios,

Jeff Zarrinam, C.H.A.

President & CEO

<image001.jpg>

1160 North Vermont Avenue, Hollywood, CA 90029

<image003.jpg> [323-315-1831](tel:323-315-1831)

<image004.png> [323-208-2267](tel:323-208-2267)

Fax [323-315-1872](tel:323-315-1872)

Reservations [800-800-9733](tel:800-800-9733)

<image005.gif> jeff@hollywoodhotel.net

Web www.hollywoodhotel.net

<image017.jpg><image018.jpg><image019.jpg><image020.jpg><image021.jpg><image022.jpg><image023.jpg>
<image024.jpg><image025.jpg><image026.jpg>

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From: Rita Moreno [mailto:rita.moreno@lacity.org]

Sent: Tuesday, May 2, 2017 5:00 PM

To: Larry Neuberg <larryneuberg@nnigroup.com>; Jeff Zarrinnam <jeff@thehollywooddistillery.com>; Ferris Wehbe <ferris@thehollywooddistillery.com>

Cc: Rosemary Hinkson <rosemary.hinkson@lacity.org>

Subject: Re: Hello !!

Hello All:

Attached please find two proposals for consideration. Please review each proposal and complete the attached evaluation form accordingly. Also attached is the RFP for reference.

Please submit your completed evaluation forms by Tuesday of next week (5/09/17). I will then combine our collective scores and provide you with the results. Thereafter, we will schedule the interviews. Let me know if you would like to conduct them somewhere in the proposed BID area, or at City Hall.

Thank you for your time and please let me know if you have any questions or concerns.

Rita

P.S. Please do not discuss the proposals with anyone else as we need to insure the process is confidential until such time as the evaluation and selection process has been completed.

On Tue, May 2, 2017 at 8:00 AM, Rita Moreno <rita.moreno@lacity.org> wrote:

Good Morning All:

I believe we have our evaluaters: Jeff, Ferris and Larry. Rosemary and I will also participate in the evaluation process. I will send the two proposals received and the evaluation tool electronically later today.

Thank you.

Rita

On Mon, May 1, 2017 at 1:43 PM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

Dear Rita,

I would at this step in the process be willing to read, score and provide a written bases for that score as it relates to the proposals, looking forward to hearing back from you and

Thanks,

Larry P. Neuberg

President & CEO

<[image016.jpg](#)>

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6001 Santa Monica Boulevard

Los Angeles, California 90038-2610 USA

Direct: (323) 769-4861 • Cell: (323) 691-6380 • Fax: (323) 769-4829

Email: larryneuberg@nnigroup.com • Web Site: www.nnigroup.com

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From: Rita Moreno [mailto:rita.moreno@lacity.org]
Sent: Tuesday, April 25, 2017 2:44 PM
To: Larry Neuberg <larryneuberg@nnigroup.com>
Cc: Ferris Wehbe (ferris@thehollywooddistillery.com) <ferris@thehollywooddistillery.com>; Jeff Zarrinam (jeff@thehollywooddistillery.com) <jeff@thehollywooddistillery.com>; Mike Boulos (mike@thehollywooddistillery.com) <mike@thehollywooddistillery.com>
Subject: Re: Hello !!

Hello Larry et al.,

We received two proposals today for the Proposed Hollywood Route 66 BID. The deadline is 4:00 o'clock, after which time I can open the envelopes to review the proposals for completeness, in preparation for the evaluation process.

I need to know who will help evaluate the proposals. It involves reading, scoring and providing a written basis for the score. Let me know who that will be (2-3 people). I will send the proposals electronically as well as the evaluation tool.

Thanks and let me know if there are any questions.

Rita

P.S. If more people want to help in the evaluation process, let me know.

On Tue, Apr 25, 2017 at 2:17 PM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

Dear Rita,

I was hoping to get an update on the Route 66 BID.....sending you all my best and

Thanks,

Larry P. Neuberg

President & CEO

<[image016.jpg](#)>

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Los Angeles, CA 90012

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Fax (213) 978-1130

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<Civitas Eval - RM 2.pdf>

<Taussig Eval - RM 2.pdf>

<Proposal Rating Sheet - Hollywood Route 66.pdf>

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Fax (213) 978-1130



~WRD000.jpg
1K

Re: Hollywood Route 66 Interviews

21 messages

Rita Moreno <rita.moreno@lacity.org>

Tue, Jun 6, 2017 at 9:41 AM

To: Larry Neuberg <larryneuberg@nnigroup.com>, "Gubler, Leron" <Leron@hollywoodchamber.net>, Ferris Wehbe <ferris@thehollywooddistillery.com>, Jeff Zarrinnam <jeff@hollywoodhotel.net>

Cc: Rosemary Hinkson <rosemary.hinkson@lacity.org>

Just want to make sure we're all clear that we are scheduling interviews, not conference calls. We need 2 hours tops. Each interview will be 20-30 minutes plus 15 minutes of deliberations/discussions on each one. Most likely, it will only be 1.5 hours.

On Tue, Jun 6, 2017 at 9:32 AM, Gubler, Leron <Leron@hollywoodchamber.net> wrote:

I now have a short conference call at 2 p.m. on the 13th but am available from 2:30 p.m. on the rest of the afternoon.

Leron

**Leron Gubler**

President & CEO

Hollywood Chamber of Commerce

6255 Sunset Blvd, Ste 150, Hollywood, Ca 90028

323-469-8311 x12

leron@hollywoodchamber.netwww.hollywoodchamber.net | www.walkoffame.com**From:** Rita Moreno [mailto:rita.moreno@lacity.org]**Sent:** Tuesday, June 6, 2017 8:14 AM**To:** Jeff Zarrinnam <jeff@hollywoodhotel.net>**Cc:** Larry Neuberg <larryneuberg@nnigroup.com>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>; Gubler, Leron <Leron@hollywoodchamber.net>**Subject:** Re: Hollywood Route 66 Conference Call

The 13th can work. I've placed a hold on my calendar and sent it to Rosemary as well.

On Sat, Jun 3, 2017 at 2:21 PM, Jeff Zarrinam <Jeff@hollywoodhotel.net> wrote:

How about 6/12 or 6/13 at 3pm?

From: Rita Moreno [<mailto:rita.moreno@lacity.org>]

Sent: Wednesday, May 31, 2017 2:48 PM

To: Larry Neuberg <larryneuberg@nnigroup.com>

Cc: Jeff Zarrinam <Jeff@Hollywoodhotel.net>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>; Leron Gubler <leron@hollywoodchamber.net>

Subject: Re: Hollywood Route 66 Conference Call

Rosemary can't make it. Can you give me some more dates and times when you all are available? More than one option will work best.

On Wed, May 31, 2017 at 11:18 AM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

So sorry to hear the sad news, I would be willing to reschedule if necessary.....

Thanks,

Larry P. Neuberg

President & CEO



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Direct: (323) 769-4861 • Cell: (323) 691-6380 • Fax: (323) 769-4829

Email: larryneuberg@nnigroup.com • Web Site: www.nnigroup.com

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From: Rita Moreno [<mailto:rita.moreno@lacity.org>]

Sent: Wednesday, May 31, 2017 10:55 AM

To: Larry Neuberg <larryneuberg@nnigroup.com>

Cc: Jeff Zarrinam <Jeff@hollywoodhotel.net>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>;

Leron Gubler <leron@hollywoodchamber.net>

Subject: Re: Hollywood Route 66 Conference Call

There was a death in the family and the services are in Simi Valley that day. I may not make it. I'll have to see if Rosemary can participate.

On Tue, May 30, 2017 at 11:48 AM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

I am ok with June the 5th, at 3pm.....

Thanks,

Larry P. Neuberg

President & CEO



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From: Jeff Zarrinam [mailto:Jeff@Hollywoodhotel.net]

Sent: Saturday, May 27, 2017 3:35 PM

To: Rita Moreno <rita.moreno@lacity.org>

Cc: Larry Neuberg <larryneuberg@nnigroup.com>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>; Leron Gubler <leron@hollywoodchamber.net>

Subject: Re: Hollywood Route 66 Conference Call

Ok we are set then

Vaya con Dios,

Jeff Zarrinam

Hotel Director

Hollywood Hotel

Mobile: [323-208-2267](tel:323-208-2267)

Jeff@HollywoodHotel.net

Sent from my iPhone 7

On May 25, 2017, at 3:00 PM, Rita Moreno <rita.moreno@lacity.org> wrote:

That works for us.

On Thu, May 25, 2017 at 10:02 AM, Jeff Zarrinnam <Jeff@hollywoodhotel.net> wrote:

How about 3pm on June 5th?

Vaya con Dios,

Jeff Zarrinnam

Hotel Director

Hollywood Hotel

Mobile: [323-208-2267](tel:323-208-2267)

Jeff@HollywoodHotel.net

Sent from my iPhone 7

On May 25, 2017, at 12:03 PM, Rita Moreno <rita.moreno@lacity.org> wrote:

Sorry folks, but it looks like we need to reschedule. I didn't realize that my regular day off, Monday the 30th, is Memorial Day, which means that Tuesday becomes my regular day off.

Please let me know which days you all are back in town and available. Sorry for the delay, but either Rosemary or myself need to participate on the panel and we're both off on the 31st.

Thanks.

Rita

On Tue, May 23, 2017 at 2:54 PM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

Correction, please disregard my first email, I can do the 30th in my office.....

Thanks,

Larry P. Neuberg

President & CEO

<[image001.jpg](#)>

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From: Jeff Zarrinam [<mailto:Jeff@Hollywoodhotel.net>]

Sent: Tuesday, May 23, 2017 2:35 PM

To: Rita Moreno <rita.moreno@lacity.org>

Cc: Larry Neuberg <larryneuberg@nnigroup.com>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>

Subject: Re: Hollywood Route 66 Conference Call

Hello Rita

It would have to be on the 30th in the afternoon as Leron and I will be out of town on chamber business on the 31st

Vaya con Dios,

Jeff Zarrinam

Hotel Director

Hollywood Hotel

Mobile: 323-208-2267

Jeff@HollywoodHotel.net

Sent from my iPhone 7

On May 23, 2017, at 1:53 PM, Rita Moreno <rita.moreno@lacity.org> wrote:

Good Morning Everyone:

Attached are my revised evaluation forms and the rating sheet. I am contacting the two Consultants to schedule the interviews. Remember this evaluation process is confidential. Please do not discuss/share this with anyone besides yourselves (Larry, Ferris and Jeff), Rosemary and myself.

For the interviews, anyone else who would like to participate can do so. Please remind me whether we are conducting the interviews on the 30th or 31st, and confirm the starting time (after 3:00 p.m.?).

I am making the calls to schedule so please confirm the date, time and who will participate in the interviews that will be held at Larry's business, as soon as possible.

Thanks.

Rita

On Mon, May 15, 2017 at 10:40 AM, Jeff Zarrinnam <Jeff@hollywoodhotel.net> wrote:

Rita

Attached is my evaluation for David Taussig & Associates

Vaya con Dios,

Jeff Zarrinnam, C.H.A.

President & CEO

<image016.jpg>

1160 North Vermont Avenue, Hollywood, CA 90029

<image002.jpg> [323-315-1831](tel:323-315-1831)

<image003.png> [323-208-2267](tel:323-208-2267)

Fax [323-315-1872](tel:323-315-1872)

Reservations [800-800-9733](tel:800-800-9733)

<image004.gif> jeff@hollywoodhotel.net

Web www.hollywoodhotel.net

<image017.jpg><image018.jpg><image019.jpg><image020.jpg><image021.jpg><image022.jpg><image023.jpg><image024.jpg><image025.jpg><image026.jpg>

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From: Rita Moreno [mailto:rita.moreno@lacity.org]

Sent: Friday, May 12, 2017 2:51 PM

To: Jeff Zarrinnam <Jeff@Hollywoodhotel.net>

Cc: Larry Neuberg <larryneuberg@nnigroup.com>; leron@hollywoodchamber.net; Mike B <mboulos00@gmail.com>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>

Subject: Re: Hollywood Route 66 Conference Call

Rosemary will not be able to join in. She was out for a couple of weeks and is still trying to catch up, so we should not await her evaluations.

On Fri, May 12, 2017 at 2:39 PM, Jeff Zarrinnam <Jeff@hollywoodhotel.net> wrote:

We can set up a conference call dial in #

Await for conference call instructions from Mike Boulos

From: Rita Moreno [<mailto:rita.moreno@lacity.org>]
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Subject: Re: Hello !!

Both Rosemary and I are out that day (we're on a 9/80 schedule), but I'm willing to call in for this discussion. Do any of you have a phone system to connect us all?

On Fri, May 12, 2017 at 10:38 AM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

That time would work for me.....

Thanks,

Larry P. Neuberg

President & CEO

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Cc: Rita Moreno <rita.moreno@lacity.org>; Larry Neuberg <larryneuberg@nnigroup.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>
Subject: Re: Hello !!

That time is good for me

Vaya con Dios,

Jeff Zarrinnam

Hotel Director

Hollywood Hotel

Mobile: 323-208-2267

Jeff@HollywoodHotel.net

Sent from my iPhone 7

On May 12, 2017, at 10:27 AM, Ferris Wehbe <ferris@thehollywooddistillery.com> wrote:

Can we do a conference call on May 15 anytime after 10 am

Ferris Wehbe
Hooch Master
www.thehollywooddistillery.com
www.ferriswehbe.org
<http://www.lacedars.org/>
323-465-6591 office
323-573-8940 cell

From: Rita Moreno <rita.moreno@lacity.org>

Sent: Friday, May 12, 2017 8:15:38 AM
To: Jeff Zarrinnam
Cc: Larry Neuberg; Ferris Wehbe; Rosemary Hinkson
Subject: Re: Hello !!

Thanks, Jeff. We'll wait for Rosemary's scores, but it looks like we'll need to schedule a conference call for the group. When scores differ by such a high margin, it is necessary to discuss the basis for our individual scores and determine whether any one or more of us can adjust our numbers so that, if challenged, there is greater consensus on the strengths and weaknesses of each proposal.

On Thu, May 11, 2017 at 7:19 PM, Jeff Zarrinnam <Jeff@hollywoodhotel.net> wrote:

Hello Rita

Sorry for my delayed response.

Attached is my evaluations of the RFP's

Vaya con Dios,

Jeff Zarrinnam, C.H.A.

President & CEO

<image001.jpg>

1160 North Vermont Avenue, Hollywood, CA 90029

<image003.jpg> [323-315-1831](tel:323-315-1831)

<image004.png> [323-208-2267](tel:323-208-2267)

Fax [323-315-1872](tel:323-315-1872)

Reservations [800-800-9733](tel:800-800-9733)

<image005.gif> jeff@hollywoodhotel.net

Web www.hollywoodhotel.net

<image017.jpg><image018.jpg><image019.jpg><image020.jpg><image021.jpg><image022.jpg><image023.jpg><image024.jpg><image025.jpg><image026.jpg>

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From: Rita Moreno [mailto:rita.moreno@lacity.org]

Sent: Tuesday, May 2, 2017 5:00 PM

To: Larry Neuberg <larryneuberg@nnigroup.com>; Jeff Zarrinam <jeff@thehollywooddistillery.com>; Ferris Wehbe <ferris@thehollywooddistillery.com>

Cc: Rosemary Hinkson <rosemary.hinkson@lacity.org>

Subject: Re: Hello !!

Hello All:

Attached please find two proposals for consideration. Please review each proposal and complete the attached evaluation form accordingly. Also attached is the RFP for reference.

Please submit your completed evaluation forms by Tuesday of next week (5/09/17). I will then combine our collective scores and provide you with the results. Thereafter, we will schedule the interviews. Let me know if you would like to conduct them somewhere in the proposed BID area, or at City Hall.

Thank you for your time and please let me know if you have any questions or concerns.

Rita

P.S. Please do not discuss the proposals with anyone else as we need to insure the process is confidential until such time as the evaluation and selection process has been completed.

On Tue, May 2, 2017 at 8:00 AM, Rita Moreno <rita.moreno@lacity.org> wrote:

Good Morning All:

I believe we have our evaluaters: Jeff, Ferris and Larry. Rosemary and I will also participate in the evaluation process. I will send the two proposals received and the evaluation tool electronically later today.

Thank you.

Rita

On Mon, May 1, 2017 at 1:43 PM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

Dear Rita,

I would at this step in the process be willing to read, score and provide a written bases for that score as it relates to the proposals, looking forward to hearing back from you and

Thanks,

Larry P. Neuberg

President & CEO

<image016.jpg>

NEUBERG & NEUBERG IMPORTERS GROUP, INC.

6001 Santa Monica Boulevard

Los Angeles, California 90038-2610 USA

Direct: (323) 769-4861 • Cell: (323) 691-6380 • Fax: (323) 769-4829

Email: larryneuberg@nnigroup.com • Web Site: www.nnigroup.com

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From: Rita Moreno [mailto:rita.moreno@lacity.org]

Sent: Tuesday, April 25, 2017 2:44 PM

To: Larry Neuberg <larryneuberg@nnigroup.com>

Cc: Ferris Wehbe (ferris@thehollywooddistillery.com) <ferris@thehollywooddistillery.com>; Jeff Zarrinam (jeff@thehollywooddistillery.com) <jeff@thehollywooddistillery.com>; Mike Boulos (mike@thehollywooddistillery.com) <mike@thehollywooddistillery.com>

Subject: Re: Hello !!

Hello Larry et al.,

We received two proposals today for the Proposed Hollywood Route 66 BID. The deadline is 4:00 o'clock, after which time I can open the envelopes to review the proposals for completeness, in preparation for the evaluation process.

I need to know who will help evaluate the proposals. It involves reading, scoring and providing a written basis for the score. Let me know who that will be (2-3 people). I will send the proposals electronically as well as the evaluation tool.

Thanks and let me know if there are any questions.

Rita

P.S. If more people want to help in the evaluation process, let me know.

On Tue, Apr 25, 2017 at 2:17 PM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

Dear Rita,

I was hoping to get an update on the Route 66 BID.....sending you all my best and

Thanks,

Larry P. Neuberg

President & CEO

<[image016.jpg](#)>

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Los Angeles, California 90038-2610 USA

Direct: (323) 769-4861 • Cell: (323) 691-6380 • Fax: (323) 769-4829

Email: larryneuberg@nnigroup.com • Web Site: www.nnigroup.com

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Rita Moreno

City of Los Angeles

Office of the City Clerk

Neighborhood and Business Improvement District Division

200 N. Spring Street, 2nd Floor #237

Los Angeles, CA 90012

Office (213) 978-1122

Fax [\(213\) 978-1130](#)

[]

[]

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<Civitas Eval - RM 2.pdf>

<Taussig Eval - RM 2.pdf>

<Proposal Rating Sheet - Hollywood Route 66.pdf>

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[REDACTED]

[REDACTED]

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[REDACTED]

[REDACTED]

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[Redacted]

[Redacted]

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Rita Moreno

City of Los Angeles

Office of the City Clerk

Neighborhood and Business Improvement District Division

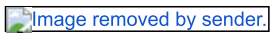
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Los Angeles, CA 90012

Office [\(213\) 978-1122](tel:(213)978-1122)

Fax [\(213\) 978-1130](tel:(213)978-1130)

[Redacted]

Image removed by sender.

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Los Angeles, CA 90012

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Fax (213) 978-1130





~WRD000.jpg
1K

Jeff Zarrinnam <Jeff@hollywoodhotel.net>

Tue, Jun 6, 2017 at 9:44 AM

To: Rita Moreno <rita.moreno@lacity.org>, Larry Neuberg <larryneuberg@nnigroup.com>, "Gubler, Leron" <Leron@hollywoodchamber.net>, Ferris Wehbe <ferris@thehollywooddistillery.com>

Cc: Rosemary Hinkson <rosemary.hinkson@lacity.org>

Yes, in person interviews.

We will meet in Larry's conference room again.

Vaya con Dios,

Jeff Zarrinnam, C.H.A.

President & CEO



1160 North Vermont Avenue, Hollywood, CA 90029

Description: Description: cid:image004.jpg@01CBD9BF.1067CC50

323-315-1831



323-208-2267

Fax

323-315-1872

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800-800-9733



jeff@hollywoodhotel.net

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www.hollywoodhotel.net



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From: Rita Moreno [mailto:rita.moreno@lacity.org]

Sent: Tuesday, June 6, 2017 9:41 AM

To: Larry Neuberg <larryneuberg@nnigroup.com>; Gubler, Leron <Leron@hollywoodchamber.net>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Jeff Zarrinam <Jeff@Hollywoodhotel.net>

Cc: Rosemary Hinkson <rosemary.hinkson@lacity.org>

Subject: Re: Hollywood Route 66 Interviews

Just want to make sure we're all clear that we are scheduling interviews, not conference calls. We need 2 hours tops. Each interview will be 20-30 minutes plus 15 minutes of deliberations/discussions on each one. Most likely, it will only be 1.5 hours.

On Tue, Jun 6, 2017 at 9:32 AM, Gubler, Leron <Leron@hollywoodchamber.net> wrote:

I now have a short conference call at 2 p.m. on the 13th but am available from 2:30 p.m. on the rest of the afternoon.

Leron



Leron Gubler
President & CEO
Hollywood Chamber of Commerce
6255 Sunset Blvd, Ste 150, Hollywood, Ca 90028
323-469-8311 x12

leron@hollywoodchamber.net
www.hollywoodchamber.net | www.walkoffame.com



From: Rita Moreno [mailto:rita.moreno@lacity.org]

Sent: Tuesday, June 6, 2017 8:14 AM

To: Jeff Zarrinam <jeff@hollywoodhotel.net>

Cc: Larry Neuberg <larryneuberg@nnigroup.com>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>; Gubler, Leron <Leron@hollywoodchamber.net>

Subject: Re: Hollywood Route 66 Conference Call

The 13th can work. I've placed a hold on my calendar and sent it to Rosemary as well.

On Sat, Jun 3, 2017 at 2:21 PM, Jeff Zarrinam <Jeff@hollywoodhotel.net> wrote:

How about 6/12 or 6/13 at 3pm?

From: Rita Moreno [<mailto:rita.moreno@lacity.org>]

Sent: Wednesday, May 31, 2017 2:48 PM

To: Larry Neuberg <larryneuberg@nnigroup.com>

Cc: Jeff Zarrinam <Jeff@Hollywoodhotel.net>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>; Leron Gubler <leron@hollywoodchamber.net>

Subject: Re: Hollywood Route 66 Conference Call

Rosemary can't make it. Can you give me some more dates and times when you all are available? More than one option will work best.

On Wed, May 31, 2017 at 11:18 AM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

So sorry to hear the sad news, I would be willing to reschedule if necessary.....

Thanks,

Larry P. Neuberg

President & CEO



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6001 Santa Monica Boulevard

Los Angeles, California 90038-2610 USA

Direct: (323) 769-4861 • Cell: (323) 691-6380 • Fax: (323) 769-4829

Email: larryneuberg@nnigroup.com • Web Site: www.nnigroup.com

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From: Rita Moreno [<mailto:rita.moreno@lacity.org>]

Sent: Wednesday, May 31, 2017 10:55 AM

To: Larry Neuberg <larryneuberg@nnigroup.com>

Cc: Jeff Zarrinam <Jeff@hollywoodhotel.net>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>; Leron Gubler <leron@hollywoodchamber.net>

Subject: Re: Hollywood Route 66 Conference Call

There was a death in the family and the services are in Simi Valley that day. I may not make it. I'll have to see if Rosemary can participate.

On Tue, May 30, 2017 at 11:48 AM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

I am ok with June the 5th, at 3pm.....

Thanks,

Larry P. Neuberg

President & CEO



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Los Angeles, California 90038-2610 USA

Direct: (323) 769-4861 • Cell: (323) 691-6380 • Fax: (323) 769-4829

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From: Jeff Zarrinam [mailto:Jeff@Hollywoodhotel.net]

Sent: Saturday, May 27, 2017 3:35 PM

To: Rita Moreno <rita.moreno@lacity.org>

Cc: Larry Neuberg <larryneuberg@nnigroup.com>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>; Leron Gubler <leron@hollywoodchamber.net>

Subject: Re: Hollywood Route 66 Conference Call

Ok we are set then

Vaya con Dios,

Jeff Zarrinam

Hotel Director

Hollywood Hotel

Mobile: [323-208-2267](tel:323-208-2267)

Jeff@HollywoodHotel.net

Sent from my iPhone 7

On May 25, 2017, at 3:00 PM, Rita Moreno <rita.moreno@lacity.org> wrote:

That works for us.

On Thu, May 25, 2017 at 10:02 AM, Jeff Zarrinnam <Jeff@hollywoodhotel.net> wrote:

How about 3pm on June 5th?

Vaya con Dios,

Jeff Zarrinnam

Hotel Director

Hollywood Hotel

Mobile: [323-208-2267](tel:323-208-2267)

Jeff@HollywoodHotel.net

Sent from my iPhone 7

On May 25, 2017, at 12:03 PM, Rita Moreno <rita.moreno@lacity.org> wrote:

Sorry folks, but it looks like we need to reschedule. I didn't realize that my regular day off, Monday the 30th, is Memorial Day, which means that Tuesday becomes my regular day off.

Please let me know which days you all are back in town and available. Sorry for the delay, but either Rosemary or myself need to participate on the panel and we're both off on the 31st.

Thanks.

Rita

On Tue, May 23, 2017 at 2:54 PM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

Correction, please disregard my first email, I can do the 30th in my office.....

Thanks,

Larry P. Neuberg

President & CEO

<[image001.jpg](#)>

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Los Angeles, California 90038-2610 USA

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From: Jeff Zarrinam [mailto:Jeff@Hollywoodhotel.net]
Sent: Tuesday, May 23, 2017 2:35 PM
To: Rita Moreno <rita.moreno@lacity.org>
Cc: Larry Neuberg <larryneuberg@nnigroup.com>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>

Subject: Re: Hollywood Route 66 Conference Call

Hello Rita

It would have to be on the 30th in the afternoon as Leron and I will be out of town on chamber business on the 31st

Vaya con Dios,

Jeff Zarrinam
Hotel Director
Hollywood Hotel

Mobile: [323-208-2267](tel:323-208-2267)
Jeff@HollywoodHotel.net

Sent from my iPhone 7

On May 23, 2017, at 1:53 PM, Rita Moreno <rita.moreno@lacity.org> wrote:

Good Morning Everyone:

Attached are my revised evaluation forms and the rating sheet. I am contacting the two Consultants to schedule the interviews. Remember this evaluation process is **confidential**. Please do not discuss/share this with anyone besides yourselves (Larry, Ferris and Jeff), Rosemary and myself.

For the interviews, anyone else who would like to participate can do so. Please remind me whether we are conducting the interviews on the 30th or 31st, and confirm the starting time (after 3:00 p.m.?).

I am making the calls to schedule so please confirm the date, time and who will participate in the interviews that will be held at Larry's business, as soon as possible.

Thanks.

Rita

On Mon, May 15, 2017 at 10:40 AM, Jeff Zarrinam <Jeff@hollywoodhotel.net> wrote:

Rita

Attached is my evaluation for David Taussig & Associates

Vaya con Dios,

Jeff Zarrinam, C.H.A.
President & CEO

<image016.jpg>

1160 North Vermont Avenue, Hollywood, CA 90029

<image002.jpg> [323-315-1831](tel:323-315-1831)

<image003.png> [323-208-2267](tel:323-208-2267)

Fax [323-315-1872](tel:323-315-1872)

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<image004.gif> jeff@hollywoodhotel.net

Web www.hollywoodhotel.net

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From: Rita Moreno [mailto:rita.moreno@lacity.org]
Sent: Friday, May 12, 2017 2:51 PM
To: Jeff Zarrinam <Jeff@Hollywoodhotel.net>
Cc: Larry Neuberg <larryneuberg@nnigroup.com>; leron@hollywoodchamber.net; Mike B <mboulos00@gmail.com>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>
Subject: Re: Hollywood Route 66 Conference Call

Rosemary will not be able to join in. She was out for a couple of weeks and is still trying to catch up, so we should not await her evaluations.

On Fri, May 12, 2017 at 2:39 PM, Jeff Zarrinam <Jeff@hollywoodhotel.net> wrote:

We can set up a conference call dial in #

Await for conference call instructions from Mike Boulos

From: Rita Moreno [mailto:rita.moreno@lacity.org]
Sent: Friday, May 12, 2017 12:13 PM
To: Larry Neuberg <larryneuberg@nnigroup.com>
Cc: Jeff Zarrinam <Jeff@Hollywoodhotel.net>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>
Subject: Re: Hello !!

Both Rosemary and I are out that day (we're on a 9/80 schedule), but I'm willing to call in for this discussion. Do any of you have a phone system to connect us all?

On Fri, May 12, 2017 at 10:38 AM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

That time would work for me.....

Thanks,

Larry P. Neuberg

President & CEO

<image015.jpg>

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From: Jeff Zarrinam [<mailto:Jeff@Hollywoodhotel.net>]

Sent: Friday, May 12, 2017 10:29 AM

To: Ferris Wehbe <ferris@thehollywooddistillery.com>

Cc: Rita Moreno <rita.moreno@lacity.org>; Larry Neuberg <larryneuberg@nnigroup.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>

Subject: Re: Hello !!

That time is good for me

Vaya con Dios,

Jeff Zarrinam

Hotel Director

Hollywood Hotel

Mobile: 323-208-2267

Jeff@HollywoodHotel.net

Sent from my iPhone 7

On May 12, 2017, at 10:27 AM, Ferris Wehbe <ferris@thehollywooddistillery.com> wrote:

Can we do a conference call on May 15 anytime after 10 am

Ferris Wehbe

Hooch Master

www.thehollywooddistillery.com

www.ferriswehbe.org

<http://www.lacedars.org/>

323-465-6591 office

323-573-8940 cell

From: Rita Moreno <rita.moreno@lacity.org>

Sent: Friday, May 12, 2017 8:15:38 AM

To: Jeff Zarrinam

Cc: Larry Neuberg; Ferris Wehbe; Rosemary Hinkson

Subject: Re: Hello !!

Thanks, Jeff. Well wait for Rosemary's scores, but it looks like we'll need to schedule a conference call for the group. When scores differ by such a high margin, it is necessary to discuss the basis for our individual scores and determine whether any one or more of us can adjust our numbers so that, if challenged, there is greater consensus on the strengths and weaknesses of each proposal.

On Thu, May 11, 2017 at 7:19 PM, Jeff Zarrinam <Jeff@hollywoodhotel.net> wrote:

Hello Rita

Sorry for my delayed response.

Attached is my evaluations of the RFP's

Vaya con Dios,

Jeff Zarrinam, C.H.A.

President & CEO

<image001.jpg>

1160 North Vermont Avenue, Hollywood, CA 90029

<image003.jpg> [323-315-1831](tel:323-315-1831)

<image004.png> [323-208-2267](tel:323-208-2267)

Fax [323-315-1872](tel:323-315-1872)

Reservations [800-800-9733](tel:800-800-9733)

<image005.gif> jeff@hollywoodhotel.net

Web www.hollywoodhotel.net

<image017.jpg><image018.jpg><image019.jpg><image020.jpg><image021.jpg><image022.jpg><image023.jpg><image024.jpg><image025.jpg><image026.jpg>

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From: Rita Moreno [<mailto:rita.moreno@lacity.org>]

Sent: Tuesday, May 2, 2017 5:00 PM

To: Larry Neuberg <larryneuberg@nnigroup.com>; Jeff Zarrinam <jeff@thehollywooddistillery.com>; Ferris Wehbe <ferris@thehollywooddistillery.com>

Cc: Rosemary Hinkson <rosemary.hinkson@lacity.org>

Subject: Re: Hello !!

Hello All:

Attached please find two proposals for consideration. Please review each proposal and complete the attached evaluation form accordingly. Also attached is the RFP for reference.

Please submit your completed evaluation forms by Tuesday of next week (5/09/17). I will then combine our collective scores and provide you with the results. Thereafter, we will schedule the interviews. Let me know if you would like to conduct them somewhere in the proposed BID area, or at City Hall.

Thank you for your time and please let me know if you have any questions or concerns.

Rita

P.S. Please do not discuss the proposals with anyone else as we need to insure the process is confidential until such time as the evaluation and selection process has been completed.

On Tue, May 2, 2017 at 8:00 AM, Rita Moreno <rita.moreno@lacity.org> wrote:

Good Morning All:

I believe we have our evaluaters: Jeff, Ferris and Larry. Rosemary and I will also participate in the evaluation process. I will send the two proposals received and the evaluation tool electronically later today.

Thank you.

Rita

On Mon, May 1, 2017 at 1:43 PM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

Dear Rita,

I would at this step in the process be willing to read, score and provide a written bases for that score as it relates to the proposals, looking forward to hearing back from you and

Thanks,

Larry P. Neuberg

President & CEO

<[image016.jpg](#)>

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6001 Santa Monica Boulevard

Los Angeles, California 90038-2610 USA

Direct: (323) 769-4861 • Cell: (323) 691-6380 • Fax: (323) 769-4829

Email: larryneuberg@nnigroup.com • Web Site: www.nnigroup.com

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From: Rita Moreno [<mailto:rita.moreno@lacity.org>]
Sent: Tuesday, April 25, 2017 2:44 PM

To: Larry Neuberg <larryneuberg@nnigroup.com>
Cc: Ferris Wehbe (ferris@thehollywooddistillery.com) <ferris@thehollywooddistillery.com>; Jeff Zarrinam (jeff@thehollywooddistillery.com) <jeff@thehollywooddistillery.com>; Mike Boulos (mike@thehollywooddistillery.com) <mike@thehollywooddistillery.com>
Subject: Re: Hello !!

Hello Larry et al.,

We received two proposals today for the Proposed Hollywood Route 66 BID. The deadline is 4:00 o'clock, after which time I can open the envelopes to review the proposals for completeness, in preparation for the evaluation process.

I need to know who will help evaluate the proposals. It involves reading, scoring and providing a written basis for the score. Let me know who that will be (2-3 people). I will send the proposals electronically as well as the evaluation tool.

Thanks and let me know if there are any questions.

Rita

P.S. If more people want to help in the evaluation process, let me know.

On Tue, Apr 25, 2017 at 2:17 PM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

Dear Rita,

I was hoping to get an update on the Route 66 BID.....sending you all my best and

Thanks,

Larry P. Neuberg

President & CEO

<image016.jpg>

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6001 Santa Monica Boulevard

Los Angeles, California 90038-2610 USA

Direct: (323) 769-4861 • Cell: (323) 691-6380 • Fax: (323) 769-4829

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Rita Moreno

City of Los Angeles

Office of the City Clerk

Neighborhood and Business Improvement District Division

200 N. Spring Street, 2nd Floor #237

Los Angeles, CA 90012

Office [\(213\) 978-1122](tel:(213)978-1122)

Fax [\(213\) 978-1130](tel:(213)978-1130)

[]

[]

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<Civitas Eval - RM 2.pdf>

<Taussig Eval - RM 2.pdf>

<Proposal Rating Sheet - Hollywood Route 66.pdf>

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[Redacted]

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[Redacted]

[Redacted]

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Los Angeles, CA 90012
Office (213) 978-1122
Fax (213) 978-1130



image021.jpg
1K

Rita Moreno <rita.moreno@lacity.org>

Wed, Jun 7, 2017 at 8:22 AM

To: Jeff Zarrinam <Jeff@hollywoodhotel.net>, "Gubler, Leron" <Leron@hollywoodchamber.net>, Larry Neuberg <larryneuberg@nnigroup.com>, Ferris Wehbe <ferris@thehollywooddistillery.com>

Cc: Rosemary Hinkson <rosemary.hinkson@lacity.org>

Good Morning Everyone:

I have tentatively scheduled both firms for Tuesday, June 13, 2017, and am about to send confirmation emails.

The schedule is as follows:

3:15 - 1st Consultant
3:45 - Evaluation
4:00 - 2nd Consultant
4:30 - Evaluation

We will review the proposals, questions and get organized between 3:00 and 3:15 so we should strive to be on time.

I look forward to seeing you all again next week.

Rita

On Tue, Jun 6, 2017 at 9:44 AM, Jeff Zarrinam <Jeff@hollywoodhotel.net> wrote:

Yes, in person interviews.

We will meet in Larry's conference room again.

Vaya con Dios,

Jeff Zarrinam, C.H.A.

President & CEO



1160 North Vermont Avenue, Hollywood, CA 90029

 [323-315-1831](tel:323-315-1831)

 [323-208-2267](tel:323-208-2267)

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✉ jeff@hollywoodhotel.net
Web www.hollywoodhotel.net



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From: Rita Moreno [mailto:rita.moreno@lacity.org]
Sent: Tuesday, June 6, 2017 9:41 AM
To: Larry Neuberger <larryneuberger@nnigroup.com>; Gubler, Leron <Leron@hollywoodchamber.net>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Jeff Zarrinnam <Jeff@Hollywoodhotel.net>
Cc: Rosemary Hinkson <rosemary.hinkson@lacity.org>
Subject: Re: Hollywood Route 66 Interviews

Just want to make sure we're all clear that we are scheduling interviews, not conference calls. We need 2 hours tops. Each interview will be 20-30 minutes plus 15 minutes of deliberations/discussions on each one. Most likely, it will only be 1.5 hours.

On Tue, Jun 6, 2017 at 9:32 AM, Gubler, Leron <Leron@hollywoodchamber.net> wrote:

I now have a short conference call at 2 p.m. on the 13th but am available from 2:30 p.m. on the rest of the afternoon.

Leron



Leron Gubler
President & CEO
Hollywood Chamber of Commerce
6255 Sunset Blvd, Ste 150, Hollywood, Ca 90028
[323-469-8311](tel:323-469-8311) x12

leron@hollywoodchamber.net
www.hollywoodchamber.net | www.walkoffame.com



From: Rita Moreno [mailto:rita.moreno@lacity.org]

Sent: Tuesday, June 6, 2017 8:14 AM

To: Jeff Zarrinam <jeff@hollywoodhotel.net>

Cc: Larry Neuberg <larryneuberg@nnigroup.com>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>; Gubler, Leron <Leron@hollywoodchamber.net>

Subject: Re: Hollywood Route 66 Conference Call

The 13th can work. I've placed a hold on my calendar and sent it to Rosemary as well.

On Sat, Jun 3, 2017 at 2:21 PM, Jeff Zarrinam <Jeff@hollywoodhotel.net> wrote:

How about 6/12 or 6/13 at 3pm?

From: Rita Moreno [mailto:rita.moreno@lacity.org]

Sent: Wednesday, May 31, 2017 2:48 PM

To: Larry Neuberg <larryneuberg@nnigroup.com>

Cc: Jeff Zarrinam <Jeff@Hollywoodhotel.net>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>; Leron Gubler <leron@hollywoodchamber.net>

Subject: Re: Hollywood Route 66 Conference Call

Rosemary can't make it. Can you give me some more dates and times when you all are available? More than one option will work best.

On Wed, May 31, 2017 at 11:18 AM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

So sorry to hear the sad news, I would be willing to reschedule if necessary.....

Thanks,

Larry P. Neuberg

President & CEO



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6001 Santa Monica Boulevard

Los Angeles, California 90038-2610 USA

Direct: (323) 769-4861 • Cell: (323) 691-6380 • Fax: (323) 769-4829

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From: Rita Moreno [mailto:rita.moreno@lacity.org]

Sent: Wednesday, May 31, 2017 10:55 AM

To: Larry Neuberg <larryneuberg@nnigroup.com>

Cc: Jeff Zarrinam <Jeff@hollywoodhotel.net>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>; Leron Gubler <leron@hollywoodchamber.net>

Subject: Re: Hollywood Route 66 Conference Call

There was a death in the family and the services are in Simi Valley that day. I may not make it. I'll have to see if Rosemary can participate.

On Tue, May 30, 2017 at 11:48 AM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

I am ok with June the 5th, at 3pm.....

Thanks,

Larry P. Neuberg

President & CEO



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Los Angeles, California 90038-2610 USA

Direct: (323) 769-4861 • Cell: (323) 691-6380 • Fax: (323) 769-4829

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From: Jeff Zarrinam [mailto:Jeff@Hollywoodhotel.net]
Sent: Saturday, May 27, 2017 3:35 PM
To: Rita Moreno <rita.moreno@lacity.org>
Cc: Larry Neuberg <larryneuberg@nnigroup.com>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>; Leron Gubler <leron@hollywoodchamber.net>
Subject: Re: Hollywood Route 66 Conference Call

Ok we are set then

Vaya con Dios,

Jeff Zarrinam
Hotel Director
Hollywood Hotel

Mobile: 323-208-2267
Jeff@HollywoodHotel.net

Sent from my iPhone 7

On May 25, 2017, at 3:00 PM, Rita Moreno <rita.moreno@lacity.org> wrote:

That works for us.

On Thu, May 25, 2017 at 10:02 AM, Jeff Zarrinam <Jeff@hollywoodhotel.net> wrote:

How about 3pm on June 5th?

Vaya con Dios,

Jeff Zarrinam
Hotel Director
Hollywood Hotel

Mobile: 323-208-2267
Jeff@HollywoodHotel.net

Sent from my iPhone 7

On May 25, 2017, at 12:03 PM, Rita Moreno <rita.moreno@lacity.org> wrote:

Sorry folks, but it looks like we need to reschedule. I didn't realize that my regular day off, Monday the 30th, is Memorial Day, which means that Tuesday becomes my regular day off.

Please let me know which days you all are back in town and available. Sorry for the delay, but either Rosemary or myself need to participate on the panel and we're both off on the 31st.

Thanks.

Rita

On Tue, May 23, 2017 at 2:54 PM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

Correction, please disregard my first email, I can do the 30th in my office.....

Thanks,

Larry P. Neuberg

President & CEO

<image001.jpg>

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6001 Santa Monica Boulevard

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From: Jeff Zarrinam [mailto:Jeff@Hollywoodhotel.net]

Sent: Tuesday, May 23, 2017 2:35 PM

To: Rita Moreno <rita.moreno@lacity.org>

Cc: Larry Neuberg <larryneuberg@nnigroup.com>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>

Subject: Re: Hollywood Route 66 Conference Call

Hello Rita

It would have to be on the 30th in the afternoon as Leron and I will be out of town on chamber business on the 31st

Vaya con Dios,

Jeff Zarrinam

Hotel Director

Hollywood Hotel

Mobile: 323-208-2267

Jeff@HollywoodHotel.net

Sent from my iPhone 7

On May 23, 2017, at 1:53 PM, Rita Moreno <rita.moreno@lacity.org> wrote:

Good Morning Everyone:

Attached are my revised evaluation forms and the rating sheet. I am contacting the two Consultants to schedule the interviews. Remember this evaluation process is **confidential**. Please do not discuss/share this with anyone besides yourselves (Larry, Ferris and Jeff), Rosemary and myself.

For the interviews, anyone else who would like to participate can do so. Please remind me whether we are conducting the interviews on the 30th or 31st, and confirm the starting time (after 3:00 p.m.?).

I am making the calls to schedule so please confirm the date, time and who will participate in the interviews that will be held at Larry's business, as soon as possible.

Thanks.

Rita

On Mon, May 15, 2017 at 10:40 AM, Jeff Zarrinam <Jeff@hollywoodhotel.net> wrote:

Rita

Attached is my evaluation for David Taussig & Associates

Vaya con Dios,

Jeff Zarrinam, C.H.A.

President & CEO

<image016.jpg>

1160 North Vermont Avenue, Hollywood, CA 90029

<image002.jpg> [323-315-1831](tel:323-315-1831)

<image003.png> [323-208-2267](tel:323-208-2267)

Fax [323-315-1872](tel:323-315-1872)

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<image004.gif> jeff@hollywoodhotel.net

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From: Rita Moreno [mailto:rita.moreno@lacity.org]
Sent: Friday, May 12, 2017 2:51 PM
To: Jeff Zarrinam <Jeff@Hollywoodhotel.net>
Cc: Larry Neuberg <larryneuberg@nnigroup.com>; Ieron@hollywoodchamber.net; Mike B <mboulos00@gmail.com>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>
Subject: Re: Hollywood Route 66 Conference Call

Rosemary will not be able to join in. She was out for a couple of weeks and is still trying to catch up, so we should not await her evaluations.

On Fri, May 12, 2017 at 2:39 PM, Jeff Zarrinam <Jeff@hollywoodhotel.net> wrote:

We can set up a conference call dial in #

Await for conference call instructions from Mike Boulos

From: Rita Moreno [mailto:rita.moreno@lacity.org]
Sent: Friday, May 12, 2017 12:13 PM
To: Larry Neuberg <larryneuberg@nnigroup.com>
Cc: Jeff Zarrinam <Jeff@Hollywoodhotel.net>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>
Subject: Re: Hello !!

Both Rosemary and I are out that day (we're on a 9/80 schedule), but I'm willing to call in for this discussion. Do any of you have a phone system to connect us all?

On Fri, May 12, 2017 at 10:38 AM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

That time would work for me.....

Thanks,

Larry P. Neuberg

President & CEO

<image015.jpg>

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From: Jeff Zarrinam [mailto:Jeff@Hollywoodhotel.net]
Sent: Friday, May 12, 2017 10:29 AM
To: Ferris Wehbe <ferris@thehollywooddistillery.com>
Cc: Rita Moreno <rita.moreno@lacity.org>; Larry Neuberg <larryneuberg@nnigroup.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>
Subject: Re: Hello !!

That time is good for me

Vaya con Dios,

Jeff Zarrinam
Hotel Director
Hollywood Hotel

Mobile: [323-208-2267](tel:323-208-2267)
Jeff@HollywoodHotel.net

Sent from my iPhone 7

On May 12, 2017, at 10:27 AM, Ferris Wehbe <ferris@thehollywooddistillery.com> wrote:

Can we do a conference call on May 15 anytime after 10 am

Ferris Wehbe
Hooch Master
www.thehollywooddistillery.com
www.ferriswehbe.org
<http://www.lacedars.org/>
323-465-6591 office
323-573-8940 cell

From: Rita Moreno <rita.moreno@lacity.org>

Sent: Friday, May 12, 2017 8:15:38 AM
To: Jeff Zarrinam
Cc: Larry Neuberg; Ferris Wehbe; Rosemary Hinkson
Subject: Re: Hello !!

Thanks, Jeff. We'll wait for Rosemary's scores, but it looks like we'll need to schedule a conference call for the group. When scores differ by such a high margin, it is necessary to discuss the basis for our individual scores and determine whether any one or more of us can adjust our numbers so that, if challenged, there is greater consensus on the strengths and weaknesses of each proposal.

On Thu, May 11, 2017 at 7:19 PM, Jeff Zarrinam <Jeff@hollywoodhotel.net> wrote:

Hello Rita

Sorry for my delayed response.

Attached is my evaluations of the RFP's

Vaya con Dios,

Jeff Zarrinam, C.H.A.

President & CEO

<image001.jpg>

<image003.jpg> [323-315-1831](tel:323-315-1831)

<image004.png> [323-208-2267](tel:323-208-2267)

Fax [323-315-1872](tel:323-315-1872)

Reservations [800-800-9733](tel:800-800-9733)

<image005.gif> jeff@hollywoodhotel.net

Web www.hollywoodhotel.net

<image017.jpg><image018.jpg><image019.jpg><image020.jpg><image021.jpg><image022.jpg><image023.jpg><image024.jpg><image025.jpg><image026.jpg>

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From: Rita Moreno [mailto:rita.moreno@lacity.org]

Sent: Tuesday, May 2, 2017 5:00 PM

To: Larry Neuberg <larryneuberg@nnigroup.com>; Jeff Zarrinam <jeff@thehollywooddistillery.com>; Ferris Wehbe <ferris@thehollywooddistillery.com>

Cc: Rosemary Hinkson <rosemary.hinkson@lacity.org>

Subject: Re: Hello !!

Hello All:

Attached please find two proposals for consideration. Please review each proposal and complete the attached evaluation form accordingly. Also attached is the RFP for reference.

Please submit your completed evaluation forms by Tuesday of next week (5/09/17). I will then combine our collective scores and provide you with the results. Thereafter, we will schedule the interviews. Let me know if you would like to conduct them somewhere in the proposed BID area, or at City Hall.

Thank you for your time and please let me know if you have any questions or concerns.

Rita

P.S. Please do not discuss the proposals with anyone else as we need to insure the process is confidential until such time as the evaluation and selection process has been completed.

On Tue, May 2, 2017 at 8:00 AM, Rita Moreno <rita.moreno@lacity.org> wrote:

Good Morning All:

I believe we have our evaluaters: Jeff, Ferris and Larry. Rosemary and I will also participate in the evaluation process. I will send the two proposals received and the evaluation tool electronically later today.

Thank you.

Rita

On Mon, May 1, 2017 at 1:43 PM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

Dear Rita,

I would at this step in the process be willing to read, score and provide a written bases for that score as it relates to the proposals, looking forward to hearing back from you and

Thanks,

Larry P. Neuberg

President & CEO

<image016.jpg>

NEUBERG & NEUBERG IMPORTERS GROUP, INC.

6001 Santa Monica Boulevard

Los Angeles, California 90038-2610 USA

Direct: (323) 769-4861 • Cell: (323) 691-6380 • Fax: (323) 769-4829

Email: larryneuberg@nnigroup.com • Web Site: www.nnigroup.com

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From: Rita Moreno [mailto:rita.moreno@lacity.org]

Sent: Tuesday, April 25, 2017 2:44 PM

To: Larry Neuberg <larryneuberg@nnigroup.com>

Cc: Ferris Wehbe (ferris@thehollywooddistillery.com) <ferris@thehollywooddistillery.com>; Jeff Zarrinam (jeff@thehollywooddistillery.com) <jeff@thehollywooddistillery.com>; Mike Boulos (mike@thehollywooddistillery.com) <mike@thehollywooddistillery.com>

Subject: Re: Hello !!

Hello Larry et al.,

We received two proposals today for the Proposed Hollywood Route 66 BID. The deadline is 4:00 o'clock, after which time I can open the envelopes to review the proposals for completeness, in preparation for the evaluation process.

I need to know who will help evaluate the proposals. It involves reading, scoring and providing a written basis for the score. Let me know who that will be (2-3 people). I will send the proposals electronically as well as the evaluation tool.

Thanks and let me know if there are any questions.

Rita

P.S. If more people want to help in the evaluation process, let me know.

On Tue, Apr 25, 2017 at 2:17 PM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

Dear Rita,

I was hoping to get an update on the Route 66 BID.....sending you all my best and

Thanks,

Larry P. Neuberg

President & CEO

<image016.jpg>

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Los Angeles, California 90038-2610 USA

Direct: (323) 769-4861 • Cell: (323) 691-6380 • Fax: (323) 769-4829

Email: larryneuberg@nnigroup.com • Web Site: www.nnigroup.com

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Los Angeles, CA 90012

Office (213) 978-1122

Fax (213) 978-1130

[REDACTED]

--

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[REDACTED]

[REDACTED]

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[REDACTED]

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[REDACTED]

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[REDACTED]

[REDACTED]

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[REDACTED]

[REDACTED]

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[REDACTED]

[Redacted]

<Civitas Eval - RM 2.pdf>

<Taussig Eval - RM 2.pdf>

<Proposal Rating Sheet - Hollywood Route 66.pdf>

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[Redacted]

[Redacted]

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[Redacted]

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[Redacted]

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Office (213) 978-1122
Fax (213) 978-1130



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1K

Larry Neuberg <larryneuberg@nnigroup.com>

Wed, Jun 7, 2017 at 8:46 AM

To: Rita Moreno <rita.moreno@lacity.org>, Jeff Zarrinam <Jeff@hollywoodhotel.net>, "Gubler, Leron" <Leron@hollywoodchamber.net>, Ferris Wehbe <ferris@thehollywooddistillery.com>

Cc: Rosemary Hinkson <rosemary.hinkson@lacity.org>

Excellent and understood,

Thanks,

Larry P. Neuberg

President & CEO



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Please consider the environment before printing this e-mail.

From: Rita Moreno [mailto:rita.moreno@lacity.org]

Sent: Wednesday, June 07, 2017 8:23 AM

To: Jeff Zarrinnam <Jeff@hollywoodhotel.net>; Gubler, Leron <Leron@hollywoodchamber.net>; Larry Neuberg <larryneuberg@nnigroup.com>; Ferris Wehbe <ferris@thehollywooddistillery.com>

Cc: Rosemary Hinkson <rosemary.hinkson@lacity.org>

Subject: Re: Hollywood Route 66 Interviews

Good Morning Everyone:

I have tentatively scheduled both firms for Tuesday, June 13, 2017, and am about to send confirmation emails.

The schedule is as follows:

3:15 - 1st Consultant

3:45 - Evaluation

4:00 - 2nd Consultant

4:30 - Evaluation

We will review the proposals, questions and get organized between 3:00 and 3:15 so we should strive to be on time.

I look forward to seeing you all again next week.

Rita

On Tue, Jun 6, 2017 at 9:44 AM, Jeff Zarrinnam <Jeff@hollywoodhotel.net> wrote:

Yes, in person interviews.

We will meet in Larry's conference room again.

Vaya con Dios,

Jeff Zarrinnam, C.H.A.

President & CEO



1160 North Vermont Avenue, Hollywood, CA 90029



[323-315-1831](tel:323-315-1831)



[323-208-2267](tel:323-208-2267)

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jeff@hollywoodhotel.net

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www.hollywoodhotel.net



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From: Rita Moreno [mailto:rita.moreno@lacity.org]

Sent: Tuesday, June 6, 2017 9:41 AM

To: Larry Neuberger <larryneuberger@nnigroup.com>; Gubler, Leron <Leron@hollywoodchamber.net>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Jeff Zarrinam <Jeff@Hollywoodhotel.net>

Cc: Rosemary Hinkson <rosemary.hinkson@lacity.org>

Subject: Re: Hollywood Route 66 Interviews

Just want to make sure we're all clear that we are scheduling interviews, not conference calls. We need 2 hours tops. Each interview will be 20-30 minutes plus 15 minutes of deliberations/discussions on each one. Most likely, it will only be 1.5 hours.

On Tue, Jun 6, 2017 at 9:32 AM, Gubler, Leron <Leron@hollywoodchamber.net> wrote:

I now have a short conference call at 2 p.m. on the 13th but am available from 2:30 p.m. on the rest of the afternoon.

Leron



Leron Gubler
President & CEO
Hollywood Chamber of Commerce
6255 Sunset Blvd, Ste 150, Hollywood, Ca 90028
323-469-8311 x12

leron@hollywoodchamber.net
www.hollywoodchamber.net | www.walkoffame.com



From: Rita Moreno [mailto:rita.moreno@lacity.org]
Sent: Tuesday, June 6, 2017 8:14 AM
To: Jeff Zarrinam <jeff@hollywoodhotel.net>
Cc: Larry Neuberg <larryneuberg@nnigroup.com>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>; Gubler, Leron <Leron@hollywoodchamber.net>
Subject: Re: Hollywood Route 66 Conference Call

The 13th can work. I've placed a hold on my calendar and sent it to Rosemary as well.

On Sat, Jun 3, 2017 at 2:21 PM, Jeff Zarrinam <Jeff@hollywoodhotel.net> wrote:

How about 6/12 or 6/13 at 3pm?

From: Rita Moreno [mailto:rita.moreno@lacity.org]
Sent: Wednesday, May 31, 2017 2:48 PM
To: Larry Neuberg <larryneuberg@nnigroup.com>
Cc: Jeff Zarrinam <Jeff@Hollywoodhotel.net>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>; Leron Gubler <leron@hollywoodchamber.net>
Subject: Re: Hollywood Route 66 Conference Call

Rosemary can't make it. Can you give me some more dates and times when you all are available? More than one option will work best.

On Wed, May 31, 2017 at 11:18 AM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

So sorry to hear the sad news, I would be willing to reschedule if necessary.....

Thanks,

Larry P. Neuberg

President & CEO



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From: Rita Moreno [mailto:rita.moreno@lacity.org]
Sent: Wednesday, May 31, 2017 10:55 AM
To: Larry Neuberg <larryneuberg@nnigroup.com>
Cc: Jeff Zarrinam <Jeff@hollywoodhotel.net>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>; Leron Gubler <leron@hollywoodchamber.net>
Subject: Re: Hollywood Route 66 Conference Call

There was a death in the family and the services are in Simi Valley that day. I may not make it. I'll have to see if Rosemary can participate.

On Tue, May 30, 2017 at 11:48 AM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

I am ok with June the 5th, at 3pm.....

Thanks,

Larry P. Neuberg

President & CEO



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From: Jeff Zarrinam [mailto:Jeff@Hollywoodhotel.net]
Sent: Saturday, May 27, 2017 3:35 PM
To: Rita Moreno <rita.moreno@lacity.org>
Cc: Larry Neuberg <larryneuberg@nnigroup.com>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>; Leron Gubler <leron@hollywoodchamber.net>
Subject: Re: Hollywood Route 66 Conference Call

Ok we are set then

Vaya con Dios,

Jeff Zarrinam

Hotel Director

Hollywood Hotel

Mobile: [323-208-2267](tel:323-208-2267)

Jeff@HollywoodHotel.net

Sent from my iPhone 7

On May 25, 2017, at 3:00 PM, Rita Moreno <rita.moreno@lacity.org> wrote:

That works for us.

On Thu, May 25, 2017 at 10:02 AM, Jeff Zarrinnam <Jeff@hollywoodhotel.net> wrote:

How about 3pm on June 5th?

Vaya con Dios,

Jeff Zarrinnam

Hotel Director

Hollywood Hotel

Mobile: [323-208-2267](tel:323-208-2267)

Jeff@HollywoodHotel.net

Sent from my iPhone 7

On May 25, 2017, at 12:03 PM, Rita Moreno <rita.moreno@lacity.org> wrote:

Sorry folks, but it looks like we need to reschedule. I didn't realize that my regular day off, Monday the 30th, is Memorial Day, which means that Tuesday becomes my regular day off.

Please let me know which days you all are back in town and available. Sorry for the delay, but either Rosemary or myself need to participate on the panel and we're both off on the 31st.

Thanks.

Rita

On Tue, May 23, 2017 at 2:54 PM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

Correction, please disregard my first email, I can do the 30th in my office.....

Thanks,

Larry P. Neuberg

President & CEO

<image001.jpg>

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From: Jeff Zarrinam [mailto:Jeff@Hollywoodhotel.net]

Sent: Tuesday, May 23, 2017 2:35 PM

To: Rita Moreno <rita.moreno@lacity.org>

Cc: Larry Neuberg <larryneuberg@nnigroup.com>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>

Subject: Re: Hollywood Route 66 Conference Call

Hello Rita

It would have to be on the 30th in the afternoon as Leron and I will be out of town on chamber business on the 31st

Vaya con Dios,

Jeff Zarrinam

Hotel Director

Hollywood Hotel

Mobile: 323-208-2267

Jeff@HollywoodHotel.net

Sent from my iPhone 7

On May 23, 2017, at 1:53 PM, Rita Moreno <rita.moreno@lacity.org> wrote:

Good Morning Everyone:

Attached are my revised evaluation forms and the rating sheet. I am contacting the two Consultants to schedule the interviews. Remember this evaluation process is **confidential**. Please do not discuss/share this with anyone besides yourselves (Larry, Ferris and Jeff), Rosemary and myself.

For the interviews, anyone else who would like to participate can do so. Please remind me whether we are conducting the interviews on the 30th or 31st, and confirm the starting time (after 3:00 p.m.?).

I am making the calls to schedule so please confirm the date, time and who will participate in the interviews that will be held at Larry's business, as soon as possible.

Thanks.

Rita

On Mon, May 15, 2017 at 10:40 AM, Jeff Zarrinam <Jeff@hollywoodhotel.net> wrote:

Rita

Attached is my evaluation for David Taussig & Associates

Vaya con Dios,

Jeff Zarrinnam, C.H.A.

President & CEO

<image016.jpg>

1160 North Vermont Avenue, Hollywood, CA 90029

<image002.jpg> [323-315-1831](tel:323-315-1831)

<image003.png> [323-208-2267](tel:323-208-2267)

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From: Rita Moreno [mailto:rita.moreno@lacity.org]

Sent: Friday, May 12, 2017 2:51 PM

To: Jeff Zarrinnam <Jeff@Hollywoodhotel.net>

Cc: Larry Neuberg <larryneuberg@nnigroup.com>; Ieron <leron@hollywoodchamber.net>; Mike B <mboulos00@gmail.com>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>

Subject: Re: Hollywood Route 66 Conference Call

Rosemary will not be able to join in. She was out for a couple of weeks and is still trying to catch up, so we should not await her evaluations.

On Fri, May 12, 2017 at 2:39 PM, Jeff Zarrinnam <Jeff@hollywoodhotel.net> wrote:

We can set up a conference call dial in #

Await for conference call instructions from Mike Boulos

From: Rita Moreno [mailto:rita.moreno@lacity.org]

Sent: Friday, May 12, 2017 12:13 PM

To: Larry Neuberg <larryneuberg@nnigroup.com>

Cc: Jeff Zarrinnam <Jeff@Hollywoodhotel.net>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>

Subject: Re: Hello !!

Both Rosemary and I are out that day (we're on a 9/80 schedule), but I'm willing to call in for this discussion. Do any of you have a phone system to connect us all?

On Fri, May 12, 2017 at 10:38 AM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

That time would work for me.....

Thanks,

Larry P. Neuberg

President & CEO

<image015.jpg>

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Direct: (323) 769-4861 • Cell: (323) 691-6380 • Fax: (323) 769-4829

Email: larryneuberg@nnigroup.com • Web Site: www.nnigroup.com

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 Please consider the environment before printing this e-mail.

From: Jeff Zarrinam [mailto:Jeff@Hollywoodhotel.net]

Sent: Friday, May 12, 2017 10:29 AM

To: Ferris Wehbe <ferris@thehollywooddistillery.com>

Cc: Rita Moreno <rita.moreno@lacity.org>; Larry Neuberg <larryneuberg@nnigroup.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>

Subject: Re: Hello !!

That time is good for me

Vaya con Dios,

Jeff Zarrinam

Hotel Director

Hollywood Hotel

Mobile: [323-208-2267](tel:323-208-2267)

Jeff@HollywoodHotel.net

Sent from my iPhone 7

On May 12, 2017, at 10:27 AM, Ferris Wehbe <ferris@thehollywooddistillery.com> wrote:

Can we do a conference call on May 15 anytime after 10 am

Ferris Wehbe
Hooch Master
www.thehollywooddistillery.com
www.ferriswehbe.org
<http://www.lacedars.org/>
323-465-6591 office
323-573-8940 cell

From: Rita Moreno <rita.moreno@lacity.org>

Sent: Friday, May 12, 2017 8:15:38 AM
To: Jeff Zarrinam
Cc: Larry Neuberg; Ferris Wehbe; Rosemary Hinkson
Subject: Re: Hello !!

Thanks, Jeff. We'll wait for Rosemary's scores, but it looks like we'll need to schedule a conference call for the group. When scores differ by such a high margin, it is necessary to discuss the basis for our individual scores and determine whether any one or more of us can adjust our numbers so that, if challenged, there is greater consensus on the strengths and weaknesses of each proposal.

On Thu, May 11, 2017 at 7:19 PM, Jeff Zarrinam <Jeff@hollywoodhotel.net> wrote:

Hello Rita

Sorry for my delayed response.

Attached is my evaluations of the RFP's

Vaya con Dios,

Jeff Zarrinam, C.H.A.

President & CEO

<image001.jpg>

1160 North Vermont Avenue, Hollywood, CA 90029

<image003.jpg> [323-315-1831](tel:323-315-1831)

<image004.png> [323-208-2267](tel:323-208-2267)

Fax [323-315-1872](tel:323-315-1872)

Reservations [800-800-9733](tel:800-800-9733)

<image005.gif> jeff@hollywoodhotel.net

Web www.hollywoodhotel.net

<image017.jpg><image018.jpg><image019.jpg><image020.jpg><image021.jpg><image022.jpg><image023.jpg><image024.jpg><image025.jpg><image026.jpg>

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From: Rita Moreno [mailto:rita.moreno@lacity.org]

Sent: Tuesday, May 2, 2017 5:00 PM

To: Larry Neuberg <larryneuberg@nnigroup.com>; Jeff Zarrinam <jeff@thehollywooddistillery.com>; Ferris Wehbe <ferris@thehollywooddistillery.com>

Cc: Rosemary Hinkson <rosemary.hinkson@lacity.org>

Subject: Re: Hello !!

Hello All:

Attached please find two proposals for consideration. Please review each proposal and complete the attached evaluation form accordingly. Also attached is the RFP for reference.

Please submit your completed evaluation forms by Tuesday of next week (5/09/17). I will then combine our collective scores and provide you with the results. Thereafter, we will schedule the interviews. Let me know if you would like to conduct them somewhere in the proposed BID area, or at City Hall.

Thank you for your time and please let me know if you have any questions or concerns.

Rita

P.S. Please do not discuss the proposals with anyone else as we need to insure the process is confidential until such time as the evaluation and selection process has been completed.

On Tue, May 2, 2017 at 8:00 AM, Rita Moreno <rita.moreno@lacity.org> wrote:

Good Morning All:

I believe we have our evaluaters: Jeff, Ferris and Larry. Rosemary and I will also participate in the evaluation process. I will send the two proposals received and the evaluation tool electronically later today.

Thank you.

Rita

On Mon, May 1, 2017 at 1:43 PM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

Dear Rita,

I would at this step in the process be willing to read, score and provide a written bases for that score as it relates to the proposals, looking forward to hearing back from you and

Thanks,

Larry P. Neuberg

President & CEO

<image016.jpg>

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6001 Santa Monica Boulevard

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 Please consider the environment before printing this e-mail.

From: Rita Moreno [mailto:rita.moreno@lacity.org]

Sent: Tuesday, April 25, 2017 2:44 PM

To: Larry Neuberg <larryneuberg@nnigroup.com>

Cc: Ferris Wehbe (ferris@thehollywooddistillery.com) <ferris@thehollywooddistillery.com>; Jeff Zarrinam (jeff@thehollywooddistillery.com) <jeff@thehollywooddistillery.com>; Mike Boulos (mike@thehollywooddistillery.com) <mike@thehollywooddistillery.com>

Subject: Re: Hello !!

Hello Larry et al.,

We received two proposals today for the Proposed Hollywood Route 66 BID. The deadline is 4:00 o'clock, after which time I can open the envelopes to review the proposals for completeness, in preparation for the evaluation process.

I need to know who will help evaluate the proposals. It involves reading, scoring and providing a written basis for the score. Let me know who that will be (2-3 people). I will send the proposals electronically as well as the evaluation tool.

Thanks and let me know if there are any questions.

Rita

P.S. If more people want to help in the evaluation process, let me know.

On Tue, Apr 25, 2017 at 2:17 PM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

Dear Rita,

I was hoping to get an update on the Route 66 BID.....sending you all my best and

Thanks,

Larry P. Neuberg

President & CEO

<[image016.jpg](#)>

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Office (213) 978-1122

Fax (213) 978-1130

[REDACTED]

[REDACTED]

--

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[Redacted]

[Redacted]

<Civitas Eval - RM 2.pdf>

<Taussig Eval - RM 2.pdf>

<Proposal Rating Sheet - Hollywood Route 66.pdf>

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[Redacted]

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1K

Rita Moreno <rita.moreno@lacity.org>

Wed, Jun 7, 2017 at 10:03 AM

To: Larry Neuberg <larryneuberg@nnigroup.com>, "Gubler, Leron" <Leron@hollywoodchamber.net>, Jeff Zarrinam <Jeff@hollywoodhotel.net>, Ferris Wehbe <ferris@thehollywooddistillery.com>

Cc: Rosemary Hinkson <rosemary.hinkson@lacity.org>

Some bad news. Although I let both Consultants know that we would likely be holding the interviews on Tuesday, June 13, after 3:00 p.m., I have just been informed by Civitas that they cannot attend.

I'm disappointed as they did not mention any scheduling problems when I communicated with them. Ordinarily, they would be out of the running at this point. However, I believe you want to interview them, so let me know another date and time that would work for you all.

On Wed, Jun 7, 2017 at 8:46 AM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

Excellent and understood,

Thanks,

Larry P. Neuberg

President & CEO



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Please consider the environment before printing this e-mail.

From: Rita Moreno [mailto:rita.moreno@lacity.org]

Sent: Wednesday, June 07, 2017 8:23 AM

To: Jeff Zarrinam <Jeff@hollywoodhotel.net>; Gubler, Leron <Leron@hollywoodchamber.net>; Larry Neuberg <larryneuberg@nnigroup.com>; Ferris Wehbe <ferris@thehollywooddistillery.com>

Cc: Rosemary Hinkson <rosemary.hinkson@lacity.org>

Subject: Re: Hollywood Route 66 Interviews

Good Morning Everyone:

I have tentatively scheduled both firms for Tuesday, June 13, 2017, and am about to send confirmation emails.

The schedule is as follows:

3:15 - 1st Consultant

3:45 - Evaluation

4:00 - 2nd Consultant

4:30 - Evaluation

We will review the proposals, questions and get organized between 3:00 and 3:15 so we should strive to be on time.

I look forward to seeing you all again next week.

Rita

On Tue, Jun 6, 2017 at 9:44 AM, Jeff Zarrinam <Jeff@hollywoodhotel.net> wrote:

Yes, in person interviews.

We will meet in Larry's conference room again.


Vaya con Dios,

Jeff Zarrinam, C.H.A.

President & CEO



1160 North Vermont Avenue, Hollywood, CA 90029

 [323-315-1831](tel:323-315-1831)

 [323-208-2267](tel:323-208-2267)

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 jeff@hollywoodhotel.net

Web www.hollywoodhotel.net



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From: Rita Moreno [mailto:rita.moreno@lacity.org]

Sent: Tuesday, June 6, 2017 9:41 AM

To: Larry Neuberger <larryneuberger@nnigroup.com>; Gubler, Leron <Leron@hollywoodchamber.net>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Jeff Zarrinam <Jeff@Hollywoodhotel.net>

Cc: Rosemary Hinkson <rosemary.hinkson@lacity.org>

Subject: Re: Hollywood Route 66 Interviews

Just want to make sure we're all clear that we are scheduling interviews, not conference calls. We need 2 hours tops. Each interview will be 20-30 minutes plus 15 minutes of deliberations/discussions on each one. Most likely, it will only be 1.5 hours.

On Tue, Jun 6, 2017 at 9:32 AM, Gubler, Leron <Leron@hollywoodchamber.net> wrote:

I now have a short conference call at 2 p.m. on the 13th but am available from 2:30 p.m. on the rest of the afternoon.

LEron



Leron Gubler
President & CEO
Hollywood Chamber of Commerce
6255 Sunset Blvd, Ste 150, Hollywood, Ca 90028
323-469-8311 x12

leron@hollywoodchamber.net
www.hollywoodchamber.net | www.walkoffame.com



From: Rita Moreno [mailto:rita.moreno@lacity.org]

Sent: Tuesday, June 6, 2017 8:14 AM

To: Jeff Zarrinam <jeff@hollywoodhotel.net>

Cc: Larry Neuberger <larryneuberger@nnigroup.com>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson

<rosemary.hinkson@lacity.org>; Gubler, Leron <Leron@hollywoodchamber.net>
Subject: Re: Hollywood Route 66 Conference Call

The 13th can work. I've placed a hold on my calendar and sent it to Rosemary as well.

On Sat, Jun 3, 2017 at 2:21 PM, Jeff Zarrinam <Jeff@hollywoodhotel.net> wrote:

How about 6/12 or 6/13 at 3pm?

From: Rita Moreno [<mailto:rita.moreno@lacity.org>]
Sent: Wednesday, May 31, 2017 2:48 PM
To: Larry Neuberg <larryneuberg@nnigroup.com>
Cc: Jeff Zarrinam <Jeff@Hollywoodhotel.net>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>; Leron Gubler <leron@hollywoodchamber.net>
Subject: Re: Hollywood Route 66 Conference Call

Rosemary can't make it. Can you give me some more dates and times when you all are available? More than one option will work best.

On Wed, May 31, 2017 at 11:18 AM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

So sorry to hear the sad news, I would be willing to reschedule if necessary.....

Thanks,

Larry P. Neuberg

President & CEO



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From: Rita Moreno [<mailto:rita.moreno@lacity.org>]
Sent: Wednesday, May 31, 2017 10:55 AM
To: Larry Neuberg <larryneuberg@nnigroup.com>
Cc: Jeff Zarrinam <Jeff@hollywoodhotel.net>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson

<rosemary.hinkson@lacity.org>; Leron Gubler <leron@hollywoodchamber.net>
Subject: Re: Hollywood Route 66 Conference Call

There was a death in the family and the services are in Simi Valley that day. I may not make it. I'll have to see if Rosemary can participate.

On Tue, May 30, 2017 at 11:48 AM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

I am ok with June the 5th, at 3pm.....

Thanks,

Larry P. Neuberg

President & CEO



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From: Jeff Zarrinam [mailto:Jeff@Hollywoodhotel.net]
Sent: Saturday, May 27, 2017 3:35 PM
To: Rita Moreno <rita.moreno@lacity.org>
Cc: Larry Neuberg <larryneuberg@nnigroup.com>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>; Leron Gubler <leron@hollywoodchamber.net>
Subject: Re: Hollywood Route 66 Conference Call

Ok we are set then

Vaya con Dios,

Jeff Zarrinam

Hotel Director

Hollywood Hotel

Mobile: 323-208-2267

Jeff@HollywoodHotel.net

Sent from my iPhone 7

On May 25, 2017, at 3:00 PM, Rita Moreno <rita.moreno@lacity.org> wrote:

That works for us.

On Thu, May 25, 2017 at 10:02 AM, Jeff Zarrinnam <Jeff@hollywoodhotel.net> wrote:

How about 3pm on June 5th?

Vaya con Dios,

Jeff Zarrinnam

Hotel Director

Hollywood Hotel

Mobile: [323-208-2267](tel:323-208-2267)

Jeff@HollywoodHotel.net

Sent from my iPhone 7

On May 25, 2017, at 12:03 PM, Rita Moreno <rita.moreno@lacity.org> wrote:

Sorry folks, but it looks like we need to reschedule. I didn't realize that my regular day off, Monday the 30th, is Memorial Day, which means that Tuesday becomes my regular day off.

Please let me know which days you all are back in town and available. Sorry for the delay, but either Rosemary or myself need to participate on the panel and we're both off on the 31st.

Thanks.

Rita

On Tue, May 23, 2017 at 2:54 PM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

Correction, please disregard my first email, I can do the 30th in my office.....

Thanks,

Larry P. Neuberg

President & CEO

<image001.jpg>

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Sent: Tuesday, May 23, 2017 2:35 PM
To: Rita Moreno <rita.moreno@lacity.org>
Cc: Larry Neuberg <larryneuberg@nnigroup.com>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>

Subject: Re: Hollywood Route 66 Conference Call

Hello Rita

It would have to be on the 30th in the afternoon as Leron and I will be out of town on chamber business on the 31st

Vaya con Dios,

Jeff Zarrinam
Hotel Director
Hollywood Hotel

Mobile: 323-208-2267
Jeff@HollywoodHotel.net

Sent from my iPhone 7

On May 23, 2017, at 1:53 PM, Rita Moreno <rita.moreno@lacity.org> wrote:

Good Morning Everyone:

Attached are my revised evaluation forms and the rating sheet. I am contacting the two Consultants to schedule the interviews. Remember this evaluation process is **confidential**. Please do not discuss/share this with anyone besides yourselves (Larry, Ferris and Jeff), Rosemary and myself.

For the interviews, anyone else who would like to participate can do so. Please remind me whether we are conducting the interviews on the 30th or 31st, and confirm the starting time (after 3:00 p.m.?).

I am making the calls to schedule so please confirm the date, time and who will participate in the interviews that will be held at Larry's business, as soon as possible.

Thanks.

Rita

On Mon, May 15, 2017 at 10:40 AM, Jeff Zarrinam <Jeff@hollywoodhotel.net> wrote:

Rita

Attached is my evaluation for David Taussig & Associates

Vaya con Dios,

Jeff Zarrinnam, C.H.A.

President & CEO

<image016.jpg>

1160 North Vermont Avenue, Hollywood, CA 90029

<image002.jpg> [323-315-1831](tel:323-315-1831)

<image003.png> [323-208-2267](tel:323-208-2267)

Fax [323-315-1872](tel:323-315-1872)

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<image004.gif> jeff@hollywoodhotel.net

Web www.hollywoodhotel.net

<image017.jpg><image018.jpg><image019.jpg><image020.jpg><image021.jpg><image022.jpg><image023.jpg><image024.jpg><image025.jpg><image026.jpg>

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Please consider the environment before printing this e-mail.

From: Rita Moreno [mailto:rita.moreno@lacity.org]

Sent: Friday, May 12, 2017 2:51 PM

To: Jeff Zarrinnam <Jeff@Hollywoodhotel.net>

Cc: Larry Neuberg <larryneuberg@nngroup.com>; leron@hollywoodchamber.net; Mike B <mboulos00@gmail.com>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>

Subject: Re: Hollywood Route 66 Conference Call

Rosemary will not be able to join in. She was out for a couple of weeks and is still trying to catch up, so we should not await her evaluations.

On Fri, May 12, 2017 at 2:39 PM, Jeff Zarrinnam <Jeff@hollywoodhotel.net> wrote:

We can set up a conference call dial in #

Await for conference call instructions from Mike Boulos

From: Rita Moreno [mailto:rita.moreno@lacity.org]

Sent: Friday, May 12, 2017 12:13 PM

To: Larry Neuberg <larryneuberg@nngroup.com>

Cc: Jeff Zarrinnam <Jeff@Hollywoodhotel.net>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>

Subject: Re: Hello !!

Both Rosemary and I are out that day (we're on a 9/80 schedule), but I'm willing to call in for this discussion. Do any of you have a phone system to connect us all?

On Fri, May 12, 2017 at 10:38 AM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

That time would work for me.....

Thanks,

Larry P. Neuberg

President & CEO

<image015.jpg>

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6001 Santa Monica Boulevard

Los Angeles, California 90038-2610 USA

Direct: (323) 769-4861 • Cell: (323) 691-6380 • Fax: (323) 769-4829

Email: larryneuberg@nnigroup.com • Web Site: www.nnigroup.com

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 Please consider the environment before printing this e-mail.

From: Jeff Zarrinam [mailto:Jeff@Hollywoodhotel.net]

Sent: Friday, May 12, 2017 10:29 AM

To: Ferris Wehbe <ferris@thehollywooddistillery.com>

Cc: Rita Moreno <rita.moreno@lacity.org>; Larry Neuberg <larryneuberg@nnigroup.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>

Subject: Re: Hello !!

That time is good for me

Vaya con Dios,

Jeff Zarrinam

Hotel Director

Hollywood Hotel

Mobile: 323-208-2267

Jeff@HollywoodHotel.net

Sent from my iPhone 7

On May 12, 2017, at 10:27 AM, Ferris Wehbe <ferris@thehollywooddistillery.com> wrote:

Can we do a conference call on May 15 anytime after 10 am

Ferris Wehbe
Hooch Master

www.thehollywooddistillery.com
www.ferriswehbe.org
<http://www.lacedars.org/>
323-465-6591 office
323-573-8940 cell

From: Rita Moreno <rita.moreno@lacity.org>

Sent: Friday, May 12, 2017 8:15:38 AM
To: Jeff Zarrinnam
Cc: Larry Neuberg; Ferris Wehbe; Rosemary Hinkson
Subject: Re: Hello !!

Thanks, Jeff. Well wait for Rosemary's scores, but it looks like we'll need to schedule a conference call for the group. When scores differ by such a high margin, it is necessary to discuss the basis for our individual scores and determine whether any one or more of us can adjust our numbers so that, if challenged, there is greater consensus on the strengths and weaknesses of each proposal.

On Thu, May 11, 2017 at 7:19 PM, Jeff Zarrinnam <Jeff@hollywoodhotel.net> wrote:

Hello Rita

Sorry for my delayed response.

Attached is my evaluations of the RFP's

Vaya con Dios,

Jeff Zarrinnam, C.H.A.

President & CEO

<image001.jpg>

1160 North Vermont Avenue, Hollywood, CA 90029

<image003.jpg> [323-315-1831](tel:323-315-1831)

<image004.png> [323-208-2267](tel:323-208-2267)

Fax [323-315-1872](tel:323-315-1872)

Reservations [800-800-9733](tel:800-800-9733)

<image005.gif> jeff@hollywoodhotel.net

Web www.hollywoodhotel.net

<image017.jpg><image018.jpg><image019.jpg><image020.jpg><image021.jpg><image022.jpg><image023.jpg><image024.jpg><image025.jpg><image026.jpg>

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Please consider the environment before printing this e-mail.

From: Rita Moreno [mailto:rita.moreno@lacity.org]
Sent: Tuesday, May 2, 2017 5:00 PM
To: Larry Neuberg <larryneuberg@nningroup.com>; Jeff Zarrinnam <jeff@thehollywooddistillery.com>; Ferris Wehbe <ferris@thehollywooddistillery.com>
Cc: Rosemary Hinkson <rosemary.hinkson@lacity.org>
Subject: Re: Hello !!

Hello All:

Attached please find two proposals for consideration. Please review each proposal and complete the attached evaluation form accordingly. Also attached is the RFP for reference.

Please submit your completed evaluation forms by Tuesday of next week (5/09/17). I will then combine our collective scores and provide you with the results. Thereafter, we will schedule the interviews. Let me know if you would like to conduct them somewhere in the proposed BID area, or at City Hall.

Thank you for your time and please let me know if you have any questions or concerns.

Rita

P.S. Please do not discuss the proposals with anyone else as we need to insure the process is confidential until such time as the evaluation and selection process has been completed.

On Tue, May 2, 2017 at 8:00 AM, Rita Moreno <rita.moreno@lacity.org> wrote:

Good Morning All:

I believe we have our evaluaters: Jeff, Ferris and Larry. Rosemary and I will also participate in the evaluation process. I will send the two proposals received and the evaluation tool electronically later today.

Thank you.

Rita

On Mon, May 1, 2017 at 1:43 PM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

Dear Rita,

I would at this step in the process be willing to read, score and provide a written bases for that score as it relates to the proposals, looking forward to hearing back from you and

Thanks,

Larry P. Neuberg

President & CEO

<[image016.jpg](#)>

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6001 Santa Monica Boulevard

Los Angeles, California 90038-2610 USA

Direct: (323) 769-4861 • Cell: (323) 691-6380 • Fax: (323) 769-4829

Email: larryneuberg@nnigroup.com • Web Site: www.nnigroup.com

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From: Rita Moreno [mailto:rita.moreno@lacity.org]
Sent: Tuesday, April 25, 2017 2:44 PM
To: Larry Neuberg <larryneuberg@nnigroup.com>
Cc: Ferris Wehbe (ferris@thehollywooddistillery.com) <ferris@thehollywooddistillery.com>; Jeff Zarrinam (jeff@thehollywooddistillery.com) <jeff@thehollywooddistillery.com>; Mike Boulos (mike@thehollywooddistillery.com) <mike@thehollywooddistillery.com>
Subject: Re: Hello !!

Hello Larry et al.,

We received two proposals today for the Proposed Hollywood Route 66 BID. The deadline is 4:00 o'clock, after which time I can open the envelopes to review the proposals for completeness, in preparation for the evaluation process.

I need to know who will help evaluate the proposals. It involves reading, scoring and providing a written basis for the score. Let me know who that will be (2-3 people). I will send the proposals electronically as well as the evaluation tool.

Thanks and let me know if there are any questions.

Rita

P.S. If more people want to help in the evaluation process, let me know.

On Tue, Apr 25, 2017 at 2:17 PM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

Dear Rita,

I was hoping to get an update on the Route 66 BID.....sending you all my best and

Thanks,

Larry P. Neuberg

President & CEO

<image016.jpg>

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Los Angeles, California 90038-2610 USA

Direct: (323) 769-4861 • Cell: (323) 691-6380 • Fax: (323) 769-4829

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Rita Moreno
City of Los Angeles
Office of the City Clerk
Neighborhood and Business Improvement District Division
200 N. Spring Street, 2nd Floor #237
Los Angeles, CA 90012
Office [\(213\) 978-1122](tel:(213)978-1122)
Fax [\(213\) 978-1130](tel:(213)978-1130)

[Redacted Signature]

[Redacted Signature]

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[REDACTED]

[REDACTED]

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[REDACTED]

[REDACTED]

<Civitas Eval - RM 2.pdf>
<Taussig Eval - RM 2.pdf>
<Proposal Rating Sheet - Hollywood Route 66.pdf>

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[Redacted]

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[Redacted]

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Office (213) 978-1122
Fax (213) 978-1130



image037.jpg
1K

Larry Neuberg <larryneuberg@nnigroup.com>
To: Rita Moreno <rita.moreno@lacity.org>, "Gubler, Leron" <Leron@hollywoodchamber.net>, Jeff Zarrinam <Jeff@hollywoodhotel.net>, Ferris Wehbe <ferris@thehollywooddistillery.com>
Cc: Rosemary Hinkson <rosemary.hinkson@lacity.org>

Wed, Jun 7, 2017 at 3:23 PM

Understood, I am standing by for the updated information and

Thanks,

Larry P. Neuberg

President & CEO



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6001 Santa Monica Boulevard

Los Angeles, California 90038-2610 USA

Direct: (323) 769-4861 • Cell: (323) 691-6380 • Fax: (323) 769-4829

Email: larryneuberg@nnigroup.com • Web Site: www.nnigroup.com

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From: Rita Moreno [mailto:rita.moreno@lacity.org]
Sent: Wednesday, June 07, 2017 10:04 AM
To: Larry Neuberg <larryneuberg@nnigroup.com>; Gubler, Leron <Leron@hollywoodchamber.net>; Jeff Zarrinam <Jeff@hollywoodhotel.net>; Ferris Wehbe <ferris@thehollywooddistillery.com>
Cc: Rosemary Hinkson <rosemary.hinkson@lacity.org>
Subject: Re: Hollywood Route 66 Interviews

Some bad news. Although I let both Consultants know that we would likely be holding the interviews on Tuesday, June 13, after 3:00 p.m., I have just been informed by Civitas that they cannot attend.

I'm disappointed as they did not mention any scheduling problems when I communicated with them. Ordinarily, they would be out of the running at this point. However, I believe you want to interview them, so let me know another date and time that would work for you all.

On Wed, Jun 7, 2017 at 8:46 AM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

Excellent and understood,

Thanks,

Larry P. Neuberg

President & CEO



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Los Angeles, California 90038-2610 USA

Direct: (323) 769-4861 • Cell: (323) 691-6380 • Fax: (323) 769-4829

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From: Rita Moreno [mailto:rita.moreno@lacity.org]
Sent: Wednesday, June 07, 2017 8:23 AM
To: Jeff Zarrinam <Jeff@hollywoodhotel.net>; Gubler, Leron <Leron@hollywoodchamber.net>; Larry Neuberg <larryneuberg@nnigroup.com>; Ferris Wehbe <ferris@thehollywooddistillery.com>
Cc: Rosemary Hinkson <rosemary.hinkson@lacity.org>
Subject: Re: Hollywood Route 66 Interviews

Good Morning Everyone:

I have tentatively scheduled both firms for Tuesday, June 13, 2017, and am about to send confirmation emails.

The schedule is as follows:

3:15 - 1st Consultant

3:45 - Evaluation

4:00 - 2nd Consultant

4:30 - Evaluation

We will review the proposals, questions and get organized between 3:00 and 3:15 so we should strive to be on time.

I look forward to seeing you all again next week.

Rita

On Tue, Jun 6, 2017 at 9:44 AM, Jeff Zarrinnam <Jeff@hollywoodhotel.net> wrote:

Yes, in person interviews.

We will meet in Larry's conference room again.

Vaya con Dios,

Jeff Zarrinnam, C.H.A.

President & CEO



1160 North Vermont Avenue, Hollywood, CA 90029



[323-315-1831](tel:323-315-1831)



Description: Description: cid:image006.png@01CBD9BF.1067CC50

[323-208-2267](tel:323-208-2267)

Fax

[323-315-1872](tel:323-315-1872)

Reservations

[800-800-9733](tel:800-800-9733)



jeff@hollywoodhotel.net

Web

www.hollywoodhotel.net



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From: Rita Moreno [mailto:rita.moreno@lacity.org]

Sent: Tuesday, June 6, 2017 9:41 AM

To: Larry Neuberg <larryneuberg@nnigroup.com>; Gubler, Leron <Leron@hollywoodchamber.net>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Jeff Zarrinam <Jeff@Hollywoodhotel.net>

Cc: Rosemary Hinkson <rosemary.hinkson@lacity.org>

Subject: Re: Hollywood Route 66 Interviews

Just want to make sure we're all clear that we are scheduling interviews, not conference calls. We need 2 hours tops. Each interview will be 20-30 minutes plus 15 minutes of deliberations/discussions on each one. Most likely, it will only be 1.5 hours.

On Tue, Jun 6, 2017 at 9:32 AM, Gubler, Leron <Leron@hollywoodchamber.net> wrote:

I now have a short conference call at 2 p.m. on the 13th but am available from 2:30 p.m. on the rest of the afternoon.

LEron



Leron Gubler
President & CEO
Hollywood Chamber of Commerce
6255 Sunset Blvd, Ste 150, Hollywood, Ca 90028
323-469-8311 x12

leron@hollywoodchamber.net
www.hollywoodchamber.net | www.walkoffame.com



From: Rita Moreno [mailto:rita.moreno@lacity.org]

Sent: Tuesday, June 6, 2017 8:14 AM

To: Jeff Zarrinam <jeff@hollywoodhotel.net>

Cc: Larry Neuberg <larryneuberg@nnigroup.com>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>; Gubler, Leron <Leron@hollywoodchamber.net>

Subject: Re: Hollywood Route 66 Conference Call

The 13th can work. I've placed a hold on my calendar and sent it to Rosemary as well.

On Sat, Jun 3, 2017 at 2:21 PM, Jeff Zarrinam <Jeff@hollywoodhotel.net> wrote:

How about 6/12 or 6/13 at 3pm?

From: Rita Moreno [<mailto:rita.moreno@lacity.org>]
Sent: Wednesday, May 31, 2017 2:48 PM
To: Larry Neuberg <larryneuberg@nnigroup.com>
Cc: Jeff Zarrinam <Jeff@hollywoodhotel.net>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>; Leron Gubler <leron@hollywoodchamber.net>
Subject: Re: Hollywood Route 66 Conference Call

Rosemary can't make it. Can you give me some more dates and times when you all are available? More than one option will work best.

On Wed, May 31, 2017 at 11:18 AM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

So sorry to hear the sad news, I would be willing to reschedule if necessary.....

Thanks,

Larry P. Neuberg

President & CEO



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6001 Santa Monica Boulevard

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Direct: (323) 769-4861 • Cell: (323) 691-6380 • Fax: (323) 769-4829

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From: Rita Moreno [<mailto:rita.moreno@lacity.org>]
Sent: Wednesday, May 31, 2017 10:55 AM
To: Larry Neuberg <larryneuberg@nnigroup.com>
Cc: Jeff Zarrinam <Jeff@hollywoodhotel.net>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>; Leron Gubler <leron@hollywoodchamber.net>
Subject: Re: Hollywood Route 66 Conference Call

There was a death in the family and the services are in Simi Valley that day. I may not make it. I'll have to see if Rosemary can participate.

On Tue, May 30, 2017 at 11:48 AM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

I am ok with June the 5th, at 3pm.....

Thanks,

Larry P. Neuberg

President & CEO



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From: Jeff Zarrinam [mailto:Jeff@Hollywoodhotel.net]

Sent: Saturday, May 27, 2017 3:35 PM

To: Rita Moreno <rita.moreno@lacity.org>

Cc: Larry Neuberg <larryneuberg@nnigroup.com>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>; Leron Gubler <leron@hollywoodchamber.net>

Subject: Re: Hollywood Route 66 Conference Call

Ok we are set then

Vaya con Dios,

Jeff Zarrinam

Hotel Director

Hollywood Hotel

Mobile: [323-208-2267](tel:323-208-2267)

Jeff@HollywoodHotel.net

Sent from my iPhone 7

On May 25, 2017, at 3:00 PM, Rita Moreno <rita.moreno@lacity.org> wrote:

That works for us.

On Thu, May 25, 2017 at 10:02 AM, Jeff Zarrinam <Jeff@hollywoodhotel.net> wrote:

How about 3pm on June 5th?

Vaya con Dios,

Jeff Zarrinam

Hotel Director

Hollywood Hotel

Mobile: [323-208-2267](tel:323-208-2267)

Jeff@HollywoodHotel.net

Sent from my iPhone 7

On May 25, 2017, at 12:03 PM, Rita Moreno <rita.moreno@lacity.org> wrote:

Sorry folks, but it looks like we need to reschedule. I didn't realize that my regular day off, Monday the 30th, is Memorial Day, which means that Tuesday becomes my regular day off.

Please let me know which days you all are back in town and available. Sorry for the delay, but either Rosemary or myself need to participate on the panel and we're both off on the 31st.

Thanks.

Rita

On Tue, May 23, 2017 at 2:54 PM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

Correction, please disregard my first email, I can do the 30th in my office.....

Thanks,

Larry P. Neuberg

President & CEO

<image001.jpg>

NEUBERG & NEUBERG IMPORTERS GROUP, INC.

6001 Santa Monica Boulevard

Los Angeles, California 90038-2610 USA

Direct: (323) 769-4861 • Cell: (323) 691-6380 • Fax: (323) 769-4829

Email: larryneuberg@nnigroup.com • Web Site: www.nnigroup.com

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 Please consider the environment before printing this e-mail.

From: Jeff Zarrinnam [mailto:Jeff@Hollywoodhotel.net]
Sent: Tuesday, May 23, 2017 2:35 PM
To: Rita Moreno <rita.moreno@lacity.org>
Cc: Larry Neuberg <larryneuberg@nnigroup.com>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>

Subject: Re: Hollywood Route 66 Conference Call

Hello Rita

It would have to be on the 30th in the afternoon as Leron and I will be out of town on chamber business on the 31st

Vaya con Dios,

Jeff Zarrinnam
Hotel Director
Hollywood Hotel

Mobile: [323-208-2267](tel:323-208-2267)
Jeff@HollywoodHotel.net

Sent from my iPhone 7

On May 23, 2017, at 1:53 PM, Rita Moreno <rita.moreno@lacity.org> wrote:

Good Morning Everyone:

Attached are my revised evaluation forms and the rating sheet. I am contacting the two Consultants to schedule the interviews. Remember this evaluation process is **confidential**. Please do not discuss/share this with anyone besides yourselves (Larry, Ferris and Jeff), Rosemary and myself.

For the interviews, anyone else who would like to participate can do so. Please remind me whether we are conducting the interviews on the 30th or 31st, and confirm the starting time (after 3:00 p.m.?).

I am making the calls to schedule so please confirm the date, time and who will participate in the interviews that will be held at Larry's business, as soon as possible.

Thanks.

Rita

On Mon, May 15, 2017 at 10:40 AM, Jeff Zarrinnam <Jeff@hollywoodhotel.net> wrote:

Rita

Attached is my evaluation for David Taussig & Associates

Vaya con Dios,

Jeff Zarrinnam, C.H.A.

President & CEO

<image016.jpg>

1160 North Vermont Avenue, Hollywood, CA 90029

<image002.jpg> 323-315-1831

<image003.png> 323-208-2267

Fax 323-315-1872

Reservations 800-800-9733

<image004.gif> jeff@hollywoodhotel.net

Web www.hollywoodhotel.net

<image017.jpg><image018.jpg><image019.jpg><image020.jpg><image021.jpg><image022.jpg><image023.jpg><image024.jpg><image025.jpg>
<image026.jpg>

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Please consider the environment before printing this e-mail.

From: Rita Moreno [mailto:rita.moreno@lacity.org]
Sent: Friday, May 12, 2017 2:51 PM
To: Jeff Zarrinam <Jeff@Hollywoodhotel.net>
Cc: Larry Neuberg <larryneuberg@nnigroup.com>; leron@hollywoodchamber.net; Mike B <mboulos00@gmail.com>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>
Subject: Re: Hollywood Route 66 Conference Call

Rosemary will not be able to join in. She was out for a couple of weeks and is still trying to catch up, so we should not await her evaluations.

On Fri, May 12, 2017 at 2:39 PM, Jeff Zarrinam <Jeff@hollywoodhotel.net> wrote:

We can set up a conference call dial in #

Await for conference call instructions from Mike Boulos

From: Rita Moreno [mailto:rita.moreno@lacity.org]
Sent: Friday, May 12, 2017 12:13 PM
To: Larry Neuberg <larryneuberg@nnigroup.com>
Cc: Jeff Zarrinam <Jeff@Hollywoodhotel.net>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>
Subject: Re: Hello !!

Both Rosemary and I are out that day (we're on a 9/80 schedule), but I'm willing to call in for this discussion. Do any of you have a phone system to connect us all?

On Fri, May 12, 2017 at 10:38 AM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

That time would work for me.....

Thanks,

Larry P. Neuberg

President & CEO

<image015.jpg>

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6001 Santa Monica Boulevard

Los Angeles, California 90038-2610 USA

Direct: (323) 769-4861 • Cell: (323) 691-6380 • Fax: (323) 769-4829

Email: larryneuberg@nnigroup.com • Web Site: www.nnigroup.com

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 Please consider the environment before printing this e-mail.

From: Jeff Zarrinam [mailto:Jeff@Hollywoodhotel.net]

Sent: Friday, May 12, 2017 10:29 AM

To: Ferris Wehbe <ferris@thehollywooddistillery.com>

Cc: Rita Moreno <rita.moreno@lacity.org>; Larry Neuberg <larryneuberg@nnigroup.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>

Subject: Re: Hello !!

That time is good for me

Vaya con Dios,

Jeff Zarrinam

Hotel Director

Hollywood Hotel

Mobile: [323-208-2267](tel:323-208-2267)

Jeff@HollywoodHotel.net

Sent from my iPhone 7

On May 12, 2017, at 10:27 AM, Ferris Wehbe <ferris@thehollywooddistillery.com> wrote:

Can we do a conference call on May 15 anytime after 10 am

Ferris Wehbe
Hooch Master
www.thehollywooddistillery.com
www.ferriswehbe.org
<http://www.lacedars.org/>

323-465-6591 office
323-573-8940 cell

From: Rita Moreno <rita.moreno@lacity.org>

Sent: Friday, May 12, 2017 8:15:38 AM
To: Jeff Zarrinam
Cc: Larry Neuberg; Ferris Wehbe; Rosemary Hinkson
Subject: Re: Hello !!

Thanks, Jeff. We'll wait for Rosemary's scores, but it looks like we'll need to schedule a conference call for the group. When scores differ by such a high margin, it is necessary to discuss the basis for our individual scores and determine whether any one or more of us can adjust our numbers so that, if challenged, there is greater consensus on the strengths and weaknesses of each proposal.

On Thu, May 11, 2017 at 7:19 PM, Jeff Zarrinam <Jeff@hollywoodhotel.net> wrote:

Hello Rita

Sorry for my delayed response.

Attached is my evaluations of the RFP's

Vaya con Dios,

Jeff Zarrinam, C.H.A.

President & CEO

<image001.jpg>

1160 North Vermont Avenue, Hollywood, CA 90029

<image003.jpg> [323-315-1831](tel:323-315-1831)

<image004.png> [323-208-2267](tel:323-208-2267)

Fax [323-315-1872](tel:323-315-1872)

Reservations [800-800-9733](tel:800-800-9733)

<image005.gif> jeff@hollywoodhotel.net

Web www.hollywoodhotel.net

<image017.jpg><image018.jpg><image019.jpg><image020.jpg><image021.jpg><image022.jpg><image023.jpg><image024.jpg><image025.jpg>
<image026.jpg>

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Please consider the environment before printing this e-mail.

From: Rita Moreno [mailto:rita.moreno@lacity.org]
Sent: Tuesday, May 2, 2017 5:00 PM
To: Larry Neuberg <larryneuberg@nnigroup.com>; Jeff Zarrinam <jeff@thehollywooddistillery.com>; Ferris Wehbe <ferris@thehollywooddistillery.com>
Cc: Rosemary Hinkson <rosemary.hinkson@lacity.org>
Subject: Re: Hello !!

Hello All:

Attached please find two proposals for consideration. Please review each proposal and complete the attached evaluation form accordingly. Also attached is the RFP for reference.

Please submit your completed evaluation forms by Tuesday of next week (5/09/17). I will then combine our collective scores and provide you with the results. Thereafter, we will schedule the interviews. Let me know if you would like to conduct them somewhere in the proposed BID area, or at City Hall.

Thank you for your time and please let me know if you have any questions or concerns.

Rita

P.S. Please do not discuss the proposals with anyone else as we need to insure the process is confidential until such time as the evaluation and selection process has been completed.

On Tue, May 2, 2017 at 8:00 AM, Rita Moreno <rita.moreno@lacity.org> wrote:

Good Morning All:

I believe we have our evaluaters: Jeff, Ferris and Larry. Rosemary and I will also participate in the evaluation process. I will send the two proposals received and the evaluation tool electronically later today.

Thank you.

Rita

On Mon, May 1, 2017 at 1:43 PM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

Dear Rita,

I would at this step in the process be willing to read, score and provide a written bases for that score as it relates to the proposals, looking forward to hearing back from you and

Thanks,

Larry P. Neuberg

President & CEO

<[image016.jpg](#)>

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6001 Santa Monica Boulevard

Los Angeles, California 90038-2610 USA

Direct: (323) 769-4861 • Cell: (323) 691-6380 • Fax: (323) 769-4829

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From: Rita Moreno [mailto:rita.moreno@lacity.org]
Sent: Tuesday, April 25, 2017 2:44 PM
To: Larry Neuberg <larryneuberg@nnigroup.com>
Cc: Ferris Wehbe (ferris@thehollywooddistillery.com) <ferris@thehollywooddistillery.com>; Jeff Zarrinam (jeff@thehollywooddistillery.com) <jeff@thehollywooddistillery.com>; Mike Boulos (mike@thehollywooddistillery.com) <mike@thehollywooddistillery.com>
Subject: Re: Hello !!

Hello Larry et al.,

We received two proposals today for the Proposed Hollywood Route 66 BID. The deadline is 4:00 o'clock, after which time I can open the envelopes to review the proposals for completeness, in preparation for the evaluation process.

I need to know who will help evaluate the proposals. It involves reading, scoring and providing a written basis for the score. Let me know who that will be (2-3 people). I will send the proposals electronically as well as the evaluation tool.

Thanks and let me know if there are any questions.

Rita

P.S. If more people want to help in the evaluation process, let me know.

On Tue, Apr 25, 2017 at 2:17 PM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

Dear Rita,

I was hoping to get an update on the Route 66 BID.....sending you all my best and

Thanks,

Larry P. Neuberg

President & CEO

<[image016.jpg](#)>

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Los Angeles, California 90038-2610 USA

Direct: (323) 769-4861 • Cell: (323) 691-6380 • Fax: (323) 769-4829

Email: larryneuberg@nnigroup.com • Web Site: www.nnigroup.com

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City of Los Angeles
Office of the City Clerk
Neighborhood and Business Improvement District Division
200 N. Spring Street, 2nd Floor #237
Los Angeles, CA 90012
Office (213) 978-1122
Fax (213) 978-1130

[REDACTED]

[REDACTED]

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<Civitas Eval - RM 2.pdf>
<Taussig Eval - RM 2.pdf>
<Proposal Rating Sheet - Hollywood Route 66.pdf>

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[REDACTED]

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Los Angeles, CA 90012
Office [\(213\) 978-1122](tel:(213)978-1122)
Fax [\(213\) 978-1130](tel:(213)978-1130)

[REDACTED]

[REDACTED]

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Los Angeles, CA 90012
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[REDACTED]

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Neighborhood and Business Improvement District Division
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Office (213) 978-1122
Fax (213) 978-1130



image026.jpg
1K

Jeff Zarrinnam <Jeff@hollywoodhotel.net> Wed, Jun 7, 2017 at 7:42 PM
To: Rita Moreno <rita.moreno@lacity.org>, Larry Neuberg <larryneuberg@nngroup.com>, "Gubler, Leron" <Leron@hollywoodchamber.net>, Ferris Wehbe <ferris@thehollywooddistillery.com>
Cc: Rosemary Hinkson <rosemary.hinkson@lacity.org>

Hi Rita

Yes, we would like Civitas at the interview

How about June 14,15,16 or 19 at 3pm?

Vaya con Dios,

Jeff Zarrinnam, C.H.A.

President & CEO



1160 North Vermont Avenue, Hollywood, CA 90029

 323-315-1831

 323-208-2267

Fax 323-315-1872

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 jeff@hollywoodhotel.net

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From: Rita Moreno [mailto:rita.moreno@lacity.org]

Sent: Wednesday, June 7, 2017 10:04 AM

To: Larry Neuberg <larryneuberg@nnigroup.com>; Gubler, Leron <Leron@hollywoodchamber.net>; Jeff Zarrinam <Jeff@Hollywoodhotel.net>; Ferris Wehbe <ferris@thehollywooddistillery.com>

Cc: Rosemary Hinkson <rosemary.hinkson@lacity.org>

Subject: Re: Hollywood Route 66 Interviews

Some bad news. Although I let both Consultants know that we would likely be holding the interviews on Tuesday, June 13, after 3:00 p.m., I have just been informed by Civitas that they cannot attend.

I'm disappointed as they did not mention any scheduling problems when I communicated with them. Ordinarily, they would be out of the running at this point. However, I believe you want to interview them, so let me know another date and time that would work for you all.

On Wed, Jun 7, 2017 at 8:46 AM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

Excellent and understood,

Thanks,

Larry P. Neuberg

President & CEO



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6001 Santa Monica Boulevard

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From: Rita Moreno [mailto:rita.moreno@lacity.org]

Sent: Wednesday, June 07, 2017 8:23 AM

To: Jeff Zarrinam <Jeff@hollywoodhotel.net>; Gubler, Leron <Leron@hollywoodchamber.net>; Larry Neuberg <larryneuberg@nnigroup.com>; Ferris Wehbe <ferris@thehollywooddistillery.com>

Cc: Rosemary Hinkson <rosemary.hinkson@lacity.org>

Subject: Re: Hollywood Route 66 Interviews

Good Morning Everyone:

I have tentatively scheduled both firms for Tuesday, June 13, 2017, and am about to send confirmation emails.

The schedule is as follows:

3:15 - 1st Consultant

3:45 - Evaluation

4:00 - 2nd Consultant

4:30 - Evaluation

We will review the proposals, questions and get organized between 3:00 and 3:15 so we should strive to be on time.

I look forward to seeing you all again next week.

Rita

On Tue, Jun 6, 2017 at 9:44 AM, Jeff Zarrinam <Jeff@hollywoodhotel.net> wrote:

Yes, in person interviews.

We will meet in Larry's conference room again.

Vaya con Dios,

Jeff Zarrinam, C.H.A.

President & CEO

 Hollywood Hotel - Logo for Email Signature

1160 North Vermont Avenue, Hollywood, CA 90029



323-315-1831



323-208-2267

Fax

323-315-1872

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jeff@hollywoodhotel.net

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From: Rita Moreno [mailto:rita.moreno@lacity.org]

Sent: Tuesday, June 6, 2017 9:41 AM

To: Larry Neuberger <larryneuberger@nngroup.com>; Gubler, Leron <Leron@hollywoodchamber.net>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Jeff Zarrinam <Jeff@Hollywoodhotel.net>

Cc: Rosemary Hinkson <rosemary.hinkson@lacity.org>

Subject: Re: Hollywood Route 66 Interviews

Just want to make sure we're all clear that we are scheduling interviews, not conference calls. We need 2 hours tops. Each interview will be 20-30 minutes plus 15 minutes of deliberations/discussions on each one. Most likely, it will only be 1.5 hours.

On Tue, Jun 6, 2017 at 9:32 AM, Gubler, Leron <Leron@hollywoodchamber.net> wrote:

I now have a short conference call at 2 p.m. on the 13th but am available from 2:30 p.m. on the rest of the afternoon.

Leron



Leron Gubler
President & CEO
Hollywood Chamber of Commerce
6255 Sunset Blvd, Ste 150, Hollywood, Ca 90028
323-469-8311 x12

leron@hollywoodchamber.net
www.hollywoodchamber.net | www.walkoffame.com



From: Rita Moreno [mailto:rita.moreno@lacity.org]
Sent: Tuesday, June 6, 2017 8:14 AM
To: Jeff Zarrinam <jeff@hollywoodhotel.net>
Cc: Larry Neuberg <larryneuberg@nnigroup.com>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>; Gubler, Leron <Leron@hollywoodchamber.net>
Subject: Re: Hollywood Route 66 Conference Call

The 13th can work. I've placed a hold on my calendar and sent it to Rosemary as well.

On Sat, Jun 3, 2017 at 2:21 PM, Jeff Zarrinam <Jeff@hollywoodhotel.net> wrote:

How about 6/12 or 6/13 at 3pm?

From: Rita Moreno [mailto:rita.moreno@lacity.org]
Sent: Wednesday, May 31, 2017 2:48 PM
To: Larry Neuberg <larryneuberg@nnigroup.com>
Cc: Jeff Zarrinam <Jeff@Hollywoodhotel.net>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>; Leron Gubler <leron@hollywoodchamber.net>
Subject: Re: Hollywood Route 66 Conference Call

Rosemary can't make it. Can you give me some more dates and times when you all are available? More than one option will work best.

On Wed, May 31, 2017 at 11:18 AM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

So sorry to hear the sad news, I would be willing to reschedule if necessary.....

Thanks,

Larry P. Neuberg

President & CEO

 [cid:image067.jpg@01D2DFC6.17D21BD0](#)

NEUBERG & NEUBERG IMPORTERS GROUP, INC.

6001 Santa Monica Boulevard

Los Angeles, California 90038-2610 USA

Direct: (323) 769-4861 • Cell: (323) 691-6380 • Fax: (323) 769-4829

Email: larryneuberg@nnigroup.com • Web Site: www.nnigroup.com

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From: Rita Moreno [mailto:rita.moreno@lacity.org]
Sent: Wednesday, May 31, 2017 10:55 AM
To: Larry Neuberg <larryneuberg@nnigroup.com>
Cc: Jeff Zarrinam <Jeff@hollywoodhotel.net>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson

<rosemary.hinkson@lacity.org>; Leron Gubler <leron@hollywoodchamber.net>
Subject: Re: Hollywood Route 66 Conference Call

There was a death in the family and the services are in Simi Valley that day. I may not make it. I'll have to see if Rosemary can participate.

On Tue, May 30, 2017 at 11:48 AM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

I am ok with June the 5th, at 3pm.....

Thanks,

Larry P. Neuberg

President & CEO



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From: Jeff Zarrinam [mailto:Jeff@Hollywoodhotel.net]

Sent: Saturday, May 27, 2017 3:35 PM

To: Rita Moreno <rita.moreno@lacity.org>

Cc: Larry Neuberg <larryneuberg@nnigroup.com>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>; Leron Gubler <leron@hollywoodchamber.net>

Subject: Re: Hollywood Route 66 Conference Call

Ok we are set then

Vaya con Dios,

Jeff Zarrinam

Hotel Director

Hollywood Hotel

Mobile: 323-208-2267

Jeff@HollywoodHotel.net

Sent from my iPhone 7

On May 25, 2017, at 3:00 PM, Rita Moreno <rita.moreno@lacity.org> wrote:

That works for us.

On Thu, May 25, 2017 at 10:02 AM, Jeff Zarrinam <Jeff@hollywoodhotel.net> wrote:

How about 3pm on June 5th?

Vaya con Dios,

Jeff Zarrinam

Hotel Director

Hollywood Hotel

Mobile: [323-208-2267](tel:323-208-2267)

Jeff@HollywoodHotel.net

Sent from my iPhone 7

On May 25, 2017, at 12:03 PM, Rita Moreno <rita.moreno@lacity.org> wrote:

Sorry folks, but it looks like we need to reschedule. I didn't realize that my regular day off, Monday the 30th, is Memorial Day, which means that Tuesday becomes my regular day off.

Please let me know which days you all are back in town and available. Sorry for the delay, but either Rosemary or myself need to participate on the panel and we're both off on the 31st.

Thanks.

Rita

On Tue, May 23, 2017 at 2:54 PM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

Correction, please disregard my first email, I can do the 30th in my office.....

Thanks,

Larry P. Neuberg

President & CEO

<image001.jpg>

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6001 Santa Monica Boulevard

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Direct: (323) 769-4861 • Cell: (323) 691-6380 • Fax: (323) 769-4829

Email: larryneuberg@nnigroup.com • Web Site: www.nnigroup.com

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 Please consider the environment before printing this e-mail.

From: Jeff Zarrinam [mailto:Jeff@Hollywoodhotel.net]

Sent: Tuesday, May 23, 2017 2:35 PM

To: Rita Moreno <rita.moreno@lacity.org>

Cc: Larry Neuberg <larryneuberg@nnigroup.com>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>

Subject: Re: Hollywood Route 66 Conference Call

Hello Rita

It would have to be on the 30th in the afternoon as Leron and I will be out of town on chamber business on the 31st

Vaya con Dios,

Jeff Zarrinam

Hotel Director

Hollywood Hotel

Mobile: 323-208-2267

Jeff@HollywoodHotel.net

Sent from my iPhone 7

On May 23, 2017, at 1:53 PM, Rita Moreno <rita.moreno@lacity.org> wrote:

Good Morning Everyone:

Attached are my revised evaluation forms and the rating sheet. I am contacting the two Consultants to schedule the interviews. Remember this evaluation process is **confidential**. Please do not discuss/share this with anyone besides yourselves (Larry, Ferris and Jeff), Rosemary and myself.

For the interviews, anyone else who would like to participate can do so. Please remind me whether we are conducting the interviews on the 30th or 31st, and confirm the starting time (after 3:00 p.m.?).

I am making the calls to schedule so please confirm the date, time and who will participate in the interviews that will be held at Larry's business, as soon as possible.

Thanks.

Rita

On Mon, May 15, 2017 at 10:40 AM, Jeff Zarrinam <Jeff@hollywoodhotel.net> wrote:

Rita

Attached is my evaluation for David Taussig & Associates

Vaya con Dios,

Jeff Zarrinam, C.H.A.

President & CEO

<image016.jpg>

1160 North Vermont Avenue, Hollywood, CA 90029

<image002.jpg> 323-315-1831

<image003.png> 323-208-2267

Fax 323-315-1872

Reservations 800-800-9733

<image004.gif> jeff@hollywoodhotel.net

Web www.hollywoodhotel.net

<image017.jpg><image018.jpg><image019.jpg><image020.jpg><image021.jpg><image022.jpg><image023.jpg><image024.jpg><image025.jpg>
<image026.jpg>

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Please consider the environment before printing this e-mail.

From: Rita Moreno [mailto:rita.moreno@lacity.org]

Sent: Friday, May 12, 2017 2:51 PM

To: Jeff Zarrinam <Jeff@Hollywoodhotel.net>

Cc: Larry Neuberg <larryneuberg@nnigroup.com>; leron@hollywoodchamber.net; Mike B <mboulos00@gmail.com>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>

Subject: Re: Hollywood Route 66 Conference Call

Rosemary will not be able to join in. She was out for a couple of weeks and is still trying to catch up, so we should not await her evaluations.

On Fri, May 12, 2017 at 2:39 PM, Jeff Zarrinam <Jeff@hollywoodhotel.net> wrote:

We can set up a conference call dial in #

Await for conference call instructions from Mike Boulos

From: Rita Moreno [mailto:rita.moreno@lacity.org]

Sent: Friday, May 12, 2017 12:13 PM

To: Larry Neuberg <larryneuberg@nnigroup.com>

Cc: Jeff Zarrinam <Jeff@Hollywoodhotel.net>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>

Subject: Re: Hello !!

Both Rosemary and I are out that day (we're on a 9/80 schedule), but I'm willing to call in for this discussion. Do any of you have a phone system to connect us all?

On Fri, May 12, 2017 at 10:38 AM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

That time would work for me.....

Thanks,

Larry P. Neuberg

President & CEO

<image015.jpg>

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6001 Santa Monica Boulevard

Los Angeles, California 90038-2610 USA

Direct: (323) 769-4861 • Cell: (323) 691-6380 • Fax: (323) 769-4829

Email: larryneuberg@nnigroup.com • Web Site: www.nnigroup.com

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 Please consider the environment before printing this e-mail.

From: Jeff Zarrinam [mailto:Jeff@Hollywoodhotel.net]

Sent: Friday, May 12, 2017 10:29 AM

To: Ferris Wehbe <ferris@thehollywooddistillery.com>

Cc: Rita Moreno <rita.moreno@lacity.org>; Larry Neuberg <larryneuberg@nnigroup.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>

Subject: Re: Hello !!

That time is good for me

Vaya con Dios,

Jeff Zarrinam

Hotel Director

Hollywood Hotel

Mobile: 323-208-2267

Jeff@HollywoodHotel.net

Sent from my iPhone 7

On May 12, 2017, at 10:27 AM, Ferris Wehbe <ferris@thehollywooddistillery.com> wrote:

Can we do a conference call on May 15 anytime after 10 am

Ferris Wehbe
Hooch Master
www.thehollywooddistillery.com
www.ferriswehbe.org
<http://www.lacedars.org/>
323-465-6591 office
323-573-8940 cell

From: Rita Moreno <rita.moreno@lacity.org>

Sent: Friday, May 12, 2017 8:15:38 AM
To: Jeff Zarrinnam
Cc: Larry Neuberg; Ferris Wehbe; Rosemary Hinkson
Subject: Re: Hello !!

Thanks, Jeff. We'll wait for Rosemary's scores, but it looks like we'll need to schedule a conference call for the group. When scores differ by such a high margin, it is necessary to discuss the basis for our individual scores and determine whether any one or more of us can adjust our numbers so that, if challenged, there is greater consensus on the strengths and weaknesses of each proposal.

On Thu, May 11, 2017 at 7:19 PM, Jeff Zarrinnam <Jeff@hollywoodhotel.net> wrote:

Hello Rita

Sorry for my delayed response.

Attached is my evaluations of the RFP's

Vaya con Dios,

Jeff Zarrinnam, C.H.A.

President & CEO

<image001.jpg>

1160 North Vermont Avenue, Hollywood, CA 90029

<image003.jpg> 323-315-1831

<image004.png> 323-208-2267

Fax 323-315-1872

Reservations 800-800-9733

<image005.gif> jeff@hollywoodhotel.net

Web www.hollywoodhotel.net

<image017.jpg><image018.jpg><image019.jpg><image020.jpg><image021.jpg><image022.jpg><image023.jpg><image024.jpg><image025.jpg>
<image026.jpg>

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Please consider the environment before printing this e-mail.

From: Rita Moreno [<mailto:rita.moreno@lacity.org>]
Sent: Tuesday, May 2, 2017 5:00 PM
To: Larry Neuberg <larryneuberg@nngroup.com>; Jeff Zarrinnam <jeff@thehollywooddistillery.com>; Ferris Wehbe <ferris@thehollywooddistillery.com>

Cc: Rosemary Hinkson <rosemary.hinkson@lacity.org>
Subject: Re: Hello !!

Hello All:

Attached please find two proposals for consideration. Please review each proposal and complete the attached evaluation form accordingly. Also attached is the RFP for reference.

Please submit your completed evaluation forms by Tuesday of next week (5/09/17). I will then combine our collective scores and provide you with the results. Thereafter, we will schedule the interviews. Let me know if you would like to conduct them somewhere in the proposed BID area, or at City Hall.

Thank you for your time and please let me know if you have any questions or concerns.

Rita

P.S. Please do not discuss the proposals with anyone else as we need to insure the process is confidential until such time as the evaluation and selection process has been completed.

On Tue, May 2, 2017 at 8:00 AM, Rita Moreno <rita.moreno@lacity.org> wrote:

Good Morning All:

I believe we have our evaluaters: Jeff, Ferris and Larry. Rosemary and I will also participate in the evaluation process. I will send the two proposals received and the evaluation tool electronically later today.

Thank you.

Rita

On Mon, May 1, 2017 at 1:43 PM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

Dear Rita,

I would at this step in the process be willing to read, score and provide a written bases for that score as it relates to the proposals, looking forward to hearing back from you and

Thanks,

Larry P. Neuberg

President & CEO

<[image016.jpg](#)>

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From: Rita Moreno [mailto:rita.moreno@lacity.org]
Sent: Tuesday, April 25, 2017 2:44 PM
To: Larry Neuberg <larryneuberg@nnigroup.com>
Cc: Ferris Wehbe (ferris@thehollywooddistillery.com) <ferris@thehollywooddistillery.com>; Jeff Zarrinam (jeff@thehollywooddistillery.com) <jeff@thehollywooddistillery.com>; Mike Boulos (mike@thehollywooddistillery.com) <mike@thehollywooddistillery.com>
Subject: Re: Hello !!

Hello Larry et al.,

We received two proposals today for the Proposed Hollywood Route 66 BID. The deadline is 4:00 o'clock, after which time I can open the envelopes to review the proposals for completeness, in preparation for the evaluation process.

I need to know who will help evaluate the proposals. It involves reading, scoring and providing a written basis for the score. Let me know who that will be (2-3 people). I will send the proposals electronically as well as the evaluation tool.

Thanks and let me know if there are any questions.

Rita

P.S. If more people want to help in the evaluation process, let me know.

On Tue, Apr 25, 2017 at 2:17 PM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

Dear Rita,

I was hoping to get an update on the Route 66 BID.....sending you all my best and

Thanks,

Larry P. Neuberg

President & CEO

<[image016.jpg](#)>

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Los Angeles, California 90038-2610 USA

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Fax (213) 978-1130

[REDACTED]

[REDACTED]

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[REDACTED]

[REDACTED]

<Civitas Eval - RM 2.pdf>
<Taussig Eval - RM 2.pdf>
<Proposal Rating Sheet - Hollywood Route 66.pdf>

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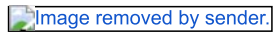
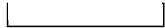
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Office (213) 978-1122
Fax (213) 978-1130



image068.jpg
1K

Rita Moreno <rita.moreno@lacity.org> Thu, Jun 8, 2017 at 7:52 AM
To: Jeff Zarrinam <Jeff@hollywoodhotel.net>
Cc: Larry Neuberg <larryneuberg@nnigroup.com>, "Gubler, Leron" <Leron@hollywoodchamber.net>, Ferris Wehbe <ferris@thehollywooddistillery.com>, Rosemary Hinkson <rosemary.hinkson@lacity.org>

Any one of those dates and times works for me.

On Wed, Jun 7, 2017 at 7:42 PM, Jeff Zarrinam <Jeff@hollywoodhotel.net> wrote:

Hi Rita

Yes, we would like Civitas at the interview

How about June 14,15,16 or 19 at 3pm?

Vaya con Dios,

Jeff Zarrinam, C.H.A.

President & CEO



1160 North Vermont Avenue, Hollywood, CA 90029



[323-315-1831](tel:323-315-1831)



[323-208-2267](tel:323-208-2267)

Fax

[323-315-1872](tel:323-315-1872)

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From: Rita Moreno [mailto:rita.moreno@lacity.org]

Sent: Wednesday, June 7, 2017 10:04 AM

To: Larry Neuberg <larryneuberg@nnigroup.com>; Gubler, Leron <Leron@hollywoodchamber.net>; Jeff Zarrinam <Jeff@Hollywoodhotel.net>; Ferris Wehbe <ferris@thehollywooddistillery.com>

Cc: Rosemary Hinkson <rosemary.hinkson@lacity.org>

Subject: Re: Hollywood Route 66 Interviews

Some bad news. Although I let both Consultants know that we would likely be holding the interviews on Tuesday, June 13, after 3:00 p.m., I have just been informed by Civitas that they cannot attend.

I'm disappointed as they did not mention any scheduling problems when I communicated with them. Ordinarily, they would be out of the running at this point. However, I believe you want to interview them, so let me know another date and time that would work for you all.

On Wed, Jun 7, 2017 at 8:46 AM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

Excellent and understood,

Thanks,

Larry P. Neuberg

President & CEO



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6001 Santa Monica Boulevard

Los Angeles, California 90038-2610 USA

Direct: (323) 769-4861 • Cell: (323) 691-6380 • Fax: (323) 769-4829

Email: larryneuberg@nnigroup.com • Web Site: www.nnigroup.com

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From: Rita Moreno [mailto:rita.moreno@lacity.org]

Sent: Wednesday, June 07, 2017 8:23 AM

To: Jeff Zarrinam <Jeff@hollywoodhotel.net>; Gubler, Leron <Leron@hollywoodchamber.net>; Larry Neuberg <larryneuberg@nnigroup.com>; Ferris Wehbe <ferris@thehollywooddistillery.com>

Cc: Rosemary Hinkson <rosemary.hinkson@lacity.org>

Subject: Re: Hollywood Route 66 Interviews

Good Morning Everyone:

I have tentatively scheduled both firms for Tuesday, June 13, 2017, and am about to send confirmation emails.

The schedule is as follows:

3:15 - 1st Consultant

3:45 - Evaluation

4:00 - 2nd Consultant

4:30 - Evaluation

We will review the proposals, questions and get organized between 3:00 and 3:15 so we should strive to be on time.

I look forward to seeing you all again next week.

Rita

On Tue, Jun 6, 2017 at 9:44 AM, Jeff Zarrinam <Jeff@hollywoodhotel.net> wrote:

Yes, in person interviews.

We will meet in Larry's conference room again.

Vaya con Dios,

Jeff Zarrinam, C.H.A.

President & CEO



1160 North Vermont Avenue, Hollywood, CA 90029



[323-315-1831](tel:323-315-1831)



[323-208-2267](tel:323-208-2267)

Fax 323-315-1872
Reservations 800-800-9733
✉ jeff@hollywoodhotel.net
Web www.hollywoodhotel.net



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From: Rita Moreno [mailto:rita.moreno@lacity.org]

Sent: Tuesday, June 6, 2017 9:41 AM

To: Larry Neuberger <larryneuberger@nnigroup.com>; Gubler, Leron <Leron@hollywoodchamber.net>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Jeff Zarrinam <Jeff@Hollywoodhotel.net>

Cc: Rosemary Hinkson <rosemary.hinkson@lacity.org>

Subject: Re: Hollywood Route 66 Interviews

Just want to make sure we're all clear that we are scheduling interviews, not conference calls. We need 2 hours tops. Each interview will be 20-30 minutes plus 15 minutes of deliberations/discussions on each one. Most likely, it will only be 1.5 hours.

On Tue, Jun 6, 2017 at 9:32 AM, Gubler, Leron <Leron@hollywoodchamber.net> wrote:

I now have a short conference call at 2 p.m. on the 13th but am available from 2:30 p.m. on the rest of the afternoon.

LEron



Leron Gubler
President & CEO
Hollywood Chamber of Commerce
6255 Sunset Blvd, Ste 150, Hollywood, Ca 90028
323-469-8311 x12

leron@hollywoodchamber.net
www.hollywoodchamber.net | www.walkoffame.com



From: Rita Moreno [mailto:rita.moreno@lacity.org]
Sent: Tuesday, June 6, 2017 8:14 AM
To: Jeff Zarrinam <jeff@hollywoodhotel.net>
Cc: Larry Neuberg <larryneuberg@nnigroup.com>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>; Gubler, Leron <Leron@hollywoodchamber.net>
Subject: Re: Hollywood Route 66 Conference Call

The 13th can work. I've placed a hold on my calendar and sent it to Rosemary as well.

On Sat, Jun 3, 2017 at 2:21 PM, Jeff Zarrinam <jeff@hollywoodhotel.net> wrote:

How about 6/12 or 6/13 at 3pm?

From: Rita Moreno [mailto:rita.moreno@lacity.org]
Sent: Wednesday, May 31, 2017 2:48 PM
To: Larry Neuberg <larryneuberg@nnigroup.com>
Cc: Jeff Zarrinam <jeff@hollywoodhotel.net>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>; Leron Gubler <leron@hollywoodchamber.net>
Subject: Re: Hollywood Route 66 Conference Call

Rosemary can't make it. Can you give me some more dates and times when you all are available? More than one option will work best.

On Wed, May 31, 2017 at 11:18 AM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

So sorry to hear the sad news, I would be willing to reschedule if necessary.....

Thanks,

Larry P. Neuberg

President & CEO



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From: Rita Moreno [mailto:rita.moreno@lacity.org]
Sent: Wednesday, May 31, 2017 10:55 AM
To: Larry Neuberg <larryneuberg@nnigroup.com>
Cc: Jeff Zarrinnam <Jeff@hollywoodhotel.net>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>; Leron Gubler <leron@hollywoodchamber.net>
Subject: Re: Hollywood Route 66 Conference Call

There was a death in the family and the services are in Simi Valley that day. I may not make it. I'll have to see if Rosemary can participate.

On Tue, May 30, 2017 at 11:48 AM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

I am ok with June the 5th, at 3pm.....

Thanks,

Larry P. Neuberg

President & CEO



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 Please consider the environment before printing this e-mail.

From: Jeff Zarrinnam [mailto:Jeff@Hollywoodhotel.net]
Sent: Saturday, May 27, 2017 3:35 PM
To: Rita Moreno <rita.moreno@lacity.org>
Cc: Larry Neuberg <larryneuberg@nnigroup.com>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>; Leron Gubler <leron@hollywoodchamber.net>
Subject: Re: Hollywood Route 66 Conference Call

Ok we are set then

Vaya con Dios,

Jeff Zarrinnam
Hotel Director
Hollywood Hotel

Mobile: [323-208-2267](tel:323-208-2267)
Jeff@HollywoodHotel.net

Sent from my iPhone 7

On May 25, 2017, at 3:00 PM, Rita Moreno <rita.moreno@lacity.org> wrote:

That works for us.

On Thu, May 25, 2017 at 10:02 AM, Jeff Zarrinnam <Jeff@hollywoodhotel.net> wrote:

How about 3pm on June 5th?

Vaya con Dios,

Jeff Zarrinnam
Hotel Director
Hollywood Hotel

Mobile: [323-208-2267](tel:323-208-2267)
Jeff@HollywoodHotel.net

Sent from my iPhone 7

On May 25, 2017, at 12:03 PM, Rita Moreno <rita.moreno@lacity.org> wrote:

Sorry folks, but it looks like we need to reschedule. I didn't realize that my regular day off, Monday the 30th, is Memorial Day, which means that Tuesday becomes my regular day off.

Please let me know which days you all are back in town and available. Sorry for the delay, but either Rosemary or myself need to participate on the panel and we're both off on the 31st.

Thanks.

Rita

On Tue, May 23, 2017 at 2:54 PM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

Correction, please disregard my first email, I can do the 30th in my office.....

Thanks,

Larry P. Neuberg

President & CEO

<image001.jpg>

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 Please consider the environment before printing this e-mail.

From: Jeff Zarrinam [mailto:Jeff@Hollywoodhotel.net]

Sent: Tuesday, May 23, 2017 2:35 PM

To: Rita Moreno <rita.moreno@lacity.org>

Cc: Larry Neuberg <larryneuberg@nnigroup.com>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>

Subject: Re: Hollywood Route 66 Conference Call

Hello Rita

It would have to be on the 30th in the afternoon as Leron and I will be out of town on chamber business on the 31st

Vaya con Dios,

Jeff Zarrinam

Hotel Director

Hollywood Hotel

Mobile: 323-208-2267

Jeff@HollywoodHotel.net

Sent from my iPhone 7

On May 23, 2017, at 1:53 PM, Rita Moreno <rita.moreno@lacity.org> wrote:

Good Morning Everyone:

Attached are my revised evaluation forms and the rating sheet. I am contacting the two Consultants to schedule the interviews. Remember this evaluation process is **confidential**. Please do not discuss/share this with anyone besides yourselves (Larry, Ferris and Jeff), Rosemary and myself.

For the interviews, anyone else who would like to participate can do so. Please remind me whether we are conducting the interviews on the 30th or 31st, and confirm the starting time (after 3:00 p.m.?).

I am making the calls to schedule so please confirm the date, time and who will participate in the interviews that will be held at Larry's business, as soon as possible.

Thanks.

Rita

On Mon, May 15, 2017 at 10:40 AM, Jeff Zarrinnam <Jeff@hollywoodhotel.net> wrote:

Rita

Attached is my evaluation for David Taussig & Associates

Vaya con Dios,

Jeff Zarrinnam, C.H.A.

President & CEO

<image016.jpg>

1160 North Vermont Avenue, Hollywood, CA 90029

<image002.jpg> [323-315-1831](tel:323-315-1831)

<image003.png> [323-208-2267](tel:323-208-2267)

Fax [323-315-1872](tel:323-315-1872)

Reservations [800-800-9733](tel:800-800-9733)

<image004.gif> jeff@hollywoodhotel.net

Web www.hollywoodhotel.net

<image017.jpg><image018.jpg><image019.jpg><image020.jpg><image021.jpg><image022.jpg><image023.jpg><image024.jpg><image025.jpg>
<image026.jpg>

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From: Rita Moreno [mailto:rita.moreno@lacity.org]

Sent: Friday, May 12, 2017 2:51 PM

To: Jeff Zarrinnam <Jeff@Hollywoodhotel.net>

Cc: Larry Neuberg <larryneuberg@nnigroup.com>; Ieron@hollywoodchamber.net; Mike B <mboulos00@gmail.com>; Ferris Wehbe

<ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>
Subject: Re: Hollywood Route 66 Conference Call

Rosemary will not be able to join in. She was out for a couple of weeks and is still trying to catch up, so we should not await her evaluations.

On Fri, May 12, 2017 at 2:39 PM, Jeff Zarrinnam <Jeff@hollywoodhotel.net> wrote:

We can set up a conference call dial in #

Await for conference call instructions from Mike Boulos

From: Rita Moreno [<mailto:rita.moreno@lacity.org>]
Sent: Friday, May 12, 2017 12:13 PM
To: Larry Neuberg <larryneuberg@nnigroup.com>
Cc: Jeff Zarrinnam <Jeff@Hollywoodhotel.net>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>
Subject: Re: Hello !!

Both Rosemary and I are out that day (we're on a 9/80 schedule), but I'm willing to call in for this discussion. Do any of you have a phone system to connect us all?

On Fri, May 12, 2017 at 10:38 AM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

That time would work for me.....

Thanks,

Larry P. Neuberg

President & CEO

<image015.jpg>

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From: Jeff Zarrinam [mailto:Jeff@Hollywoodhotel.net]
Sent: Friday, May 12, 2017 10:29 AM
To: Ferris Wehbe <ferris@thehollywooddistillery.com>
Cc: Rita Moreno <rita.moreno@lacity.org>; Larry Neuberg <larryneuberg@nnigroup.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>
Subject: Re: Hello !!

That time is good for me

Vaya con Dios,

Jeff Zarrinam
Hotel Director
Hollywood Hotel

Mobile: 323-208-2267
Jeff@HollywoodHotel.net

Sent from my iPhone 7

On May 12, 2017, at 10:27 AM, Ferris Wehbe <ferris@thehollywooddistillery.com> wrote:

Can we do a conference call on May 15 anytime after 10 am

Ferris Wehbe
Hooch Master
www.thehollywooddistillery.com
www.ferriswehbe.org
<http://www.lacedars.org/>
323-465-6591 office
323-573-8940 cell

From: Rita Moreno <rita.moreno@lacity.org>

Sent: Friday, May 12, 2017 8:15:38 AM
To: Jeff Zarrinam
Cc: Larry Neuberg; Ferris Wehbe; Rosemary Hinkson
Subject: Re: Hello !!

Thanks, Jeff. We'll wait for Rosemary's scores, but it looks like we'll need to schedule a conference call for the group. When scores differ by such a high margin, it is necessary to discuss the basis for our individual scores and determine whether any one or more of us can adjust our numbers so that, if challenged, there is greater consensus on the strengths and weaknesses of each proposal.

On Thu, May 11, 2017 at 7:19 PM, Jeff Zarrinam <Jeff@hollywoodhotel.net> wrote:

Hello Rita

Sorry for my delayed response.

Attached is my evaluations of the RFP's

Vaya con Dios,

Jeff Zarrinam, C.H.A.
President & CEO

<image001.jpg>

1160 North Vermont Avenue, Hollywood, CA 90029

<image003.jpg> 323-315-1831

<image004.png> 323-208-2267

Fax 323-315-1872


Reservations 800-800-9733

<image005.gif> jeff@hollywoodhotel.net

Web www.hollywoodhotel.net

<image017.jpg><image018.jpg><image019.jpg><image020.jpg><image021.jpg><image022.jpg><image023.jpg><image024.jpg><image025.jpg>
<image026.jpg>

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From: Rita Moreno [mailto:rita.moreno@lacity.org]

Sent: Tuesday, May 2, 2017 5:00 PM

To: Larry Neuberg <larryneuberg@nnigroup.com>; Jeff Zarrinam <jeff@thehollywooddistillery.com>; Ferris Wehbe <ferris@thehollywooddistillery.com>

Cc: Rosemary Hinkson <rosemary.hinkson@lacity.org>

Subject: Re: Hello !!

Hello All:

Attached please find two proposals for consideration. Please review each proposal and complete the attached evaluation form accordingly. Also attached is the RFP for reference.

Please submit your completed evaluation forms by Tuesday of next week (5/09/17). I will then combine our collective scores and provide you with the results. Thereafter, we will schedule the interviews. Let me know if you would like to conduct them somewhere in the proposed BID area, or at City Hall.

Thank you for your time and please let me know if you have any questions or concerns.

Rita

P.S. Please do not discuss the proposals with anyone else as we need to insure the process is confidential until such time as the evaluation and selection process has been completed.

On Tue, May 2, 2017 at 8:00 AM, Rita Moreno <rita.moreno@lacity.org> wrote:

Good Morning All:

I believe we have our evaluaters: Jeff, Ferris and Larry. Rosemary and I will also participate in the evaluation process. I will send the two proposals received and the evaluation tool electronically later today.

Thank you.

Rita

On Mon, May 1, 2017 at 1:43 PM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

Dear Rita,

I would at this step in the process be willing to read, score and provide a written bases for that score as it relates to the proposals, looking forward to hearing back from you and

Thanks,

Larry P. Neuberg

President & CEO

<image016.jpg>

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From: Rita Moreno [mailto:rita.moreno@lacity.org]

Sent: Tuesday, April 25, 2017 2:44 PM

To: Larry Neuberg <larryneuberg@nnigroup.com>

Cc: Ferris Wehbe (ferris@thehollywooddistillery.com) <ferris@thehollywooddistillery.com>; Jeff Zarrinnam (jeff@thehollywooddistillery.com) <jeff@thehollywooddistillery.com>; Mike Boulos (mike@thehollywooddistillery.com) <mike@thehollywooddistillery.com>

Subject: Re: Hello !!

Hello Larry et al.,

We received two proposals today for the Proposed Hollywood Route 66 BID. The deadline is 4:00 o'clock, after which time I can open the envelopes to review the proposals for completeness, in preparation for the evaluation process.

I need to know who will help evaluate the proposals. It involves reading, scoring and providing a written basis for the score. Let me know who that will be (2-3 people). I will send the proposals electronically as well as the evaluation tool.

Thanks and let me know if there are any questions.

Rita

P.S. If more people want to help in the evaluation process, let me know.

On Tue, Apr 25, 2017 at 2:17 PM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

Dear Rita,

I was hoping to get an update on the Route 66 BID.....sending you all my best and

Thanks,

Larry P. Neuberg

President & CEO

<image016.jpg>

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Office (213) 978-1122

Fax (213) 978-1130

[]

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Fax [\(213\) 978-1130](tel:(213)978-1130)

[]

[]

<Civitas Eval - RM 2.pdf>

<Taussig Eval - RM 2.pdf>

<Proposal Rating Sheet - Hollywood Route 66.pdf>

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Fax [\(213\) 978-1130](tel:2139781130)

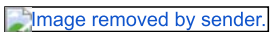
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[REDACTED]

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Fax [\(213\) 978-1130](tel:(213)978-1130)

[REDACTED]

Image removed by sender.

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City of Los Angeles
Office of the City Clerk
Neighborhood and Business Improvement District Division
200 N. Spring Street, 2nd Floor #237
Los Angeles, CA 90012
Office [\(213\) 978-1122](tel:(213)978-1122)
Fax [\(213\) 978-1130](tel:(213)978-1130)

[REDACTED]

[REDACTED]

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Rita Moreno

City of Los Angeles

Office of the City Clerk

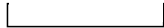
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image068.jpg

1K

Gubler, Leron <Leron@hollywoodchamber.net>

Thu, Jun 8, 2017 at 7:59 AM

To: Rita Moreno <rita.moreno@lacity.org>, Jeff Zarrinam <jeff@hollywoodhotel.net>

Cc: Larry Neuberg <larryneuberg@nnigroup.com>, Ferris Wehbe <ferris@thehollywooddistillery.com>, Rosemary Hinkson <rosemary.hinkson@lacity.org>

I could do 14, 15, or 16 but not the 19th.

Leron



Leron Gubler

President & CEO

Hollywood Chamber of Commerce

6255 Sunset Blvd, Ste 150, Hollywood, Ca 90028

323-469-8311 x12

leron@hollywoodchamber.net

www.hollywoodchamber.net | www.walkoffame.com



From: Rita Moreno [mailto:rita.moreno@lacity.org]

Sent: Thursday, June 8, 2017 7:53 AM

To: Jeff Zarrinam <jeff@hollywoodhotel.net>

Cc: Larry Neuberg <larryneuberg@nnigroup.com>; Gubler, Leron <Leron@hollywoodchamber.net>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>

Subject: Re: Hollywood Route 66 Interviews

Any one of those dates and times works for me.

On Wed, Jun 7, 2017 at 7:42 PM, Jeff Zarrinam <Jeff@hollywoodhotel.net> wrote:

Hi Rita

Yes, we would like Civitas at the interview

How about June 14,15,16 or 19 at 3pm?

Vaya con Dios,

Jeff Zarrinnam, C.H.A.

President & CEO



1160 North Vermont Avenue, Hollywood, CA 90029



[323-315-1831](tel:323-315-1831)



[323-208-2267](tel:323-208-2267)

Fax

[323-315-1872](tel:323-315-1872)

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[800-800-9733](tel:800-800-9733)



jeff@hollywoodhotel.net

Web

www.hollywoodhotel.net



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From: Rita Moreno [mailto:rita.moreno@lacity.org]

Sent: Wednesday, June 7, 2017 10:04 AM

To: Larry Neuberg <larryneuberg@nnigroup.com>; Gubler, Leron <Leron@hollywoodchamber.net>; Jeff Zarrinnam <Jeff@Hollywoodhotel.net>;

Ferris Wehbe <ferris@thehollywooddistillery.com>

Cc: Rosemary Hinkson <rosemary.hinkson@lacity.org>

Subject: Re: Hollywood Route 66 Interviews

Some bad news. Although I let both Consultants know that we would likely be holding the interviews on Tuesday, June 13, after 3:00 p.m., I have just been informed by Civitas that they cannot attend.

I'm disappointed as they did not mention any scheduling problems when I communicated with them. Ordinarily, they would be out of the running at this point. However, I believe you want to interview them, so let me know another date and time that would work for you all.

On Wed, Jun 7, 2017 at 8:46 AM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

Excellent and understood,

Thanks,

Larry P. Neuberg

President & CEO



NEUBERG & NEUBERG IMPORTERS GROUP, INC.

6001 Santa Monica Boulevard

Los Angeles, California 90038-2610 USA

Direct: (323) 769-4861 • Cell: (323) 691-6380 • Fax: (323) 769-4829

Email: larryneuberg@nnigroup.com • Web Site: www.nnigroup.com

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From: Rita Moreno [<mailto:rita.moreno@lacity.org>]

Sent: Wednesday, June 07, 2017 8:23 AM

To: Jeff Zarrinam <Jeff@hollywoodhotel.net>; Gubler, Leron <Leron@hollywoodchamber.net>; Larry Neuberg <larryneuberg@nnigroup.com>; Ferris

Wehbe <ferris@thehollywooddistillery.com>

Cc: Rosemary Hinkson <rosemary.hinkson@lacity.org>

Subject: Re: Hollywood Route 66 Interviews

Good Morning Everyone:

I have tentatively scheduled both firms for Tuesday, June 13, 2017, and am about to send confirmation emails.

The schedule is as follows:

3:15 - 1st Consultant

3:45 - Evaluation

4:00 - 2nd Consultant

4:30 - Evaluation

We will review the proposals, questions and get organized between 3:00 and 3:15 so we should strive to be on time.

I look forward to seeing you all again next week.

Rita

On Tue, Jun 6, 2017 at 9:44 AM, Jeff Zarrinam <Jeff@hollywoodhotel.net> wrote:

Yes, in person interviews.

We will meet in Larry's conference room again.

Vaya con Dios,

Jeff Zarrinnam, C.H.A.

President & CEO



1160 North Vermont Avenue, Hollywood, CA 90029



323-315-1831



323-208-2267

Fax

323-315-1872

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jeff@hollywoodhotel.net

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From: Rita Moreno [mailto:rita.moreno@lacity.org]

Sent: Tuesday, June 6, 2017 9:41 AM

To: Larry Neuberg <larryneuberg@nnigroup.com>; Gubler, Leron <Leron@hollywoodchamber.net>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Jeff Zarrinnam <Jeff@Hollywoodhotel.net>

Cc: Rosemary Hinkson <rosemary.hinkson@lacity.org>

Subject: Re: Hollywood Route 66 Interviews

Just want to make sure we're all clear that we are scheduling interviews, not conference calls. We need 2 hours tops. Each interview will be 20-30 minutes plus 15 minutes of deliberations/discussions on each one. Most likely, it will only be 1.5 hours.

On Tue, Jun 6, 2017 at 9:32 AM, Gubler, Leron <Leron@hollywoodchamber.net> wrote:


I now have a short conference call at 2 p.m. on the 13th but am available from 2:30 p.m. on the rest of the afternoon.

LEron



Leron Gubler
President & CEO
Hollywood Chamber of Commerce
6255 Sunset Blvd, Ste 150, Hollywood, Ca 90028
323-469-8311 x12

leron@hollywoodchamber.net
www.hollywoodchamber.net | www.walkoffame.com

cid:image002.png@01D2A869.EC9EACA0

From: Rita Moreno [mailto:rita.moreno@lacity.org]
Sent: Tuesday, June 6, 2017 8:14 AM
To: Jeff Zarrinam <jeff@hollywoodhotel.net>
Cc: Larry Neuberg <larryneuberg@nnigroup.com>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>; Gubler, Leron <Leron@hollywoodchamber.net>
Subject: Re: Hollywood Route 66 Conference Call

The 13th can work. I've placed a hold on my calendar and sent it to Rosemary as well.

On Sat, Jun 3, 2017 at 2:21 PM, Jeff Zarrinam <Jeff@hollywoodhotel.net> wrote:

How about 6/12 or 6/13 at 3pm?

From: Rita Moreno [mailto:rita.moreno@lacity.org]
Sent: Wednesday, May 31, 2017 2:48 PM
To: Larry Neuberg <larryneuberg@nnigroup.com>
Cc: Jeff Zarrinam <Jeff@Hollywoodhotel.net>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>; Leron Gubler <leron@hollywoodchamber.net>
Subject: Re: Hollywood Route 66 Conference Call

Rosemary can't make it. Can you give me some more dates and times when you all are available? More than one option will work best.

On Wed, May 31, 2017 at 11:18 AM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

So sorry to hear the sad news, I would be willing to reschedule if necessary.....

Thanks,

Larry P. Neuberg

President & CEO



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6001 Santa Monica Boulevard

Los Angeles, California 90038-2610 USA

Direct: (323) 769-4861 • Cell: (323) 691-6380 • Fax: (323) 769-4829

Email: larryneuberg@nnigroup.com • Web Site: www.nnigroup.com

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From: Rita Moreno [mailto:rita.moreno@lacity.org]

Sent: Wednesday, May 31, 2017 10:55 AM

To: Larry Neuberg <larryneuberg@nnigroup.com>

Cc: Jeff Zarrinam <Jeff@hollywoodhotel.net>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>; Leron Gubler <leron@hollywoodchamber.net>

Subject: Re: Hollywood Route 66 Conference Call

There was a death in the family and the services are in Simi Valley that day. I may not make it. I'll have to see if Rosemary can participate.

On Tue, May 30, 2017 at 11:48 AM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

I am ok with June the 5th, at 3pm.....

Thanks,

Larry P. Neuberg

President & CEO



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 Please consider the environment before printing this e-mail.

From: Jeff Zarrinnam [mailto:Jeff@Hollywoodhotel.net]
Sent: Saturday, May 27, 2017 3:35 PM
To: Rita Moreno <rita.moreno@lacity.org>
Cc: Larry Neuberg <larryneuberg@nnigroup.com>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>; Leron Gubler <leron@hollywoodchamber.net>
Subject: Re: Hollywood Route 66 Conference Call

Ok we are set then

Vaya con Dios,

Jeff Zarrinnam
Hotel Director
Hollywood Hotel

Mobile: [323-208-2267](tel:323-208-2267)
Jeff@HollywoodHotel.net

Sent from my iPhone 7

On May 25, 2017, at 3:00 PM, Rita Moreno <rita.moreno@lacity.org> wrote:

That works for us.

On Thu, May 25, 2017 at 10:02 AM, Jeff Zarrinnam <Jeff@hollywoodhotel.net> wrote:

How about 3pm on June 5th?

Vaya con Dios,

Jeff Zarrinnam
Hotel Director
Hollywood Hotel

Mobile: [323-208-2267](tel:323-208-2267)
Jeff@HollywoodHotel.net

Sent from my iPhone 7

On May 25, 2017, at 12:03 PM, Rita Moreno <rita.moreno@lacity.org> wrote:

Sorry folks, but it looks like we need to reschedule. I didn't realize that my regular day off, Monday the 30th, is Memorial Day, which means that Tuesday becomes my regular day off.

Please let me know which days you all are back in town and available. Sorry for the delay, but either Rosemary or myself need to participate on the panel and we're both off on the 31st.

Thanks.

Rita

On Tue, May 23, 2017 at 2:54 PM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

Correction, please disregard my first email, I can do the 30th in my office.....

Thanks,

Larry P. Neuberg

President & CEO

<image001.jpg>

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From: Jeff Zarrinam [mailto:Jeff@Hollywoodhotel.net]

Sent: Tuesday, May 23, 2017 2:35 PM

To: Rita Moreno <rita.moreno@lacity.org>

Cc: Larry Neuberg <larryneuberg@nnigroup.com>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>

Subject: Re: Hollywood Route 66 Conference Call

Hello Rita

It would have to be on the 30th in the afternoon as Leron and I will be out of town on chamber business on the 31st

Vaya con Dios,

Jeff Zarrinam

Hotel Director

Hollywood Hotel

Mobile: 323-208-2267

Jeff@HollywoodHotel.net

Sent from my iPhone 7

On May 23, 2017, at 1:53 PM, Rita Moreno <rita.moreno@lacity.org> wrote:

Good Morning Everyone:

Attached are my revised evaluation forms and the rating sheet. I am contacting the two Consultants to schedule the interviews. Remember this evaluation process is **confidential**. Please do not discuss/share this with anyone besides yourselves (Larry, Ferris and Jeff), Rosemary and myself.

For the interviews, anyone else who would like to participate can do so. Please remind me whether we are conducting the interviews on the 30th or 31st, and confirm the starting time (after 3:00 p.m.?).

I am making the calls to schedule so please confirm the date, time and who will participate in the interviews that will be held at Larry's business, as soon as possible.

Thanks.

Rita

On Mon, May 15, 2017 at 10:40 AM, Jeff Zarrinam <Jeff@hollywoodhotel.net> wrote:

Rita

Attached is my evaluation for David Taussig & Associates

Vaya con Dios,

Jeff Zarrinam, C.H.A.

President & CEO

<image016.jpg>

1160 North Vermont Avenue, Hollywood, CA 90029

<image002.jpg> [323-315-1831](tel:323-315-1831)

<image003.png> [323-208-2267](tel:323-208-2267)

Fax [323-315-1872](tel:323-315-1872)

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<image004.gif> jeff@hollywoodhotel.net

Web www.hollywoodhotel.net

<image017.jpg><image018.jpg><image019.jpg><image020.jpg><image021.jpg><image022.jpg><image023.jpg><image024.jpg><image025.jpg>
<image026.jpg>

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From: Rita Moreno [mailto:rita.moreno@lacity.org]

Sent: Friday, May 12, 2017 2:51 PM

To: Jeff Zarrinam <Jeff@Hollywoodhotel.net>

Cc: Larry Neuberger <larryneuberger@nnigroup.com>; Ieron <leron@hollywoodchamber.net>; Mike B <mboulos00@gmail.com>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>

Subject: Re: Hollywood Route 66 Conference Call

Rosemary will not be able to join in. She was out for a couple of weeks and is still trying to catch up, so we should not await her evaluations.

On Fri, May 12, 2017 at 2:39 PM, Jeff Zarrinam <Jeff@hollywoodhotel.net> wrote:

We can set up a conference call dial in #

Await for conference call instructions from Mike Boulos

From: Rita Moreno [<mailto:rita.moreno@lacity.org>]
Sent: Friday, May 12, 2017 12:13 PM
To: Larry Neuberg <larryneuberg@nnigroup.com>
Cc: Jeff Zarrinam <Jeff@Hollywoodhotel.net>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>
Subject: Re: Hello !!

Both Rosemary and I are out that day (we're on a 9/80 schedule), but I'm willing to call in for this discussion. Do any of you have a phone system to connect us all?

On Fri, May 12, 2017 at 10:38 AM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

That time would work for me.....

Thanks,

Larry P. Neuberg

President & CEO

<image015.jpg>

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From: Jeff Zarrinam [<mailto:Jeff@Hollywoodhotel.net>]
Sent: Friday, May 12, 2017 10:29 AM
To: Ferris Wehbe <ferris@thehollywooddistillery.com>
Cc: Rita Moreno <rita.moreno@lacity.org>; Larry Neuberg <larryneuberg@nnigroup.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>
Subject: Re: Hello !!

That time is good for me

Vaya con Dios,

Jeff Zarrinnam

Hotel Director

Hollywood Hotel

Mobile: [323-208-2267](tel:323-208-2267)

Jeff@HollywoodHotel.net

Sent from my iPhone 7

On May 12, 2017, at 10:27 AM, Ferris Wehbe <ferris@thehollywooddistillery.com> wrote:

Can we do a conference call on May 15 anytime after 10 am

Ferris Wehbe
Hooch Master
www.thehollywooddistillery.com
www.ferriswehbe.org
<http://www.lacedars.org/>
[323-465-6591](tel:323-465-6591) office
[323-573-8940](tel:323-573-8940) cell

From: Rita Moreno <rita.moreno@lacity.org>

Sent: Friday, May 12, 2017 8:15:38 AM
To: Jeff Zarrinnam
Cc: Larry Neuberg; Ferris Wehbe; Rosemary Hinkson
Subject: Re: Hello !!

Thanks, Jeff. Well wait for Rosemary's scores, but it looks like we'll need to schedule a conference call for the group. When scores differ by such a high margin, it is necessary to discuss the basis for our individual scores and determine whether any one or more of us can adjust our numbers so that, if challenged, there is greater consensus on the strengths and weaknesses of each proposal.

On Thu, May 11, 2017 at 7:19 PM, Jeff Zarrinnam <Jeff@hollywoodhotel.net> wrote:

Hello Rita

Sorry for my delayed response.

Attached is my evaluations of the RFP's

Vaya con Dios,

Jeff Zarrinnam, C.H.A.

President & CEO

<image001.jpg>

1160 North Vermont Avenue, Hollywood, CA 90029

<image003.jpg> [323-315-1831](tel:323-315-1831)

<image004.png> [323-208-2267](tel:323-208-2267)

Fax [323-315-1872](tel:323-315-1872)

Reservations [800-800-9733](tel:800-800-9733)

<image005.gif> jeff@hollywoodhotel.net

<image017.jpg><image018.jpg><image019.jpg><image020.jpg><image021.jpg><image022.jpg><image023.jpg><image024.jpg><image025.jpg>
<image026.jpg>

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From: Rita Moreno [mailto:rita.moreno@lacity.org]

Sent: Tuesday, May 2, 2017 5:00 PM

To: Larry Neuberg <larryneuberg@nnigroup.com>; Jeff Zarrinam <jeff@thehollywooddistillery.com>; Ferris Wehbe <ferris@thehollywooddistillery.com>

Cc: Rosemary Hinkson <rosemary.hinkson@lacity.org>

Subject: Re: Hello !!

Hello All:

Attached please find two proposals for consideration. Please review each proposal and complete the attached evaluation form accordingly. Also attached is the RFP for reference.

Please submit your completed evaluation forms by Tuesday of next week (5/09/17). I will then combine our collective scores and provide you with the results. Thereafter, we will schedule the interviews. Let me know if you would like to conduct them somewhere in the proposed BID area, or at City Hall.

Thank you for your time and please let me know if you have any questions or concerns.

Rita

P.S. Please do not discuss the proposals with anyone else as we need to insure the process is confidential until such time as the evaluation and selection process has been completed.

On Tue, May 2, 2017 at 8:00 AM, Rita Moreno <rita.moreno@lacity.org> wrote:

Good Morning All:

I believe we have our evaluators: Jeff, Ferris and Larry. Rosemary and I will also participate in the evaluation process. I will send the two proposals received and the evaluation tool electronically later today.

Thank you.

Rita

On Mon, May 1, 2017 at 1:43 PM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

Dear Rita,

I would at this step in the process be willing to read, score and provide a written bases for that score as it relates to the proposals, looking forward to hearing back from you and

Thanks,

Larry P. Neuberg

President & CEO

<image016.jpg>

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Email: larryneuberg@nnigroup.com • Web Site: www.nnigroup.com

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From: Rita Moreno [mailto:rita.moreno@lacity.org]

Sent: Tuesday, April 25, 2017 2:44 PM

To: Larry Neuberg <larryneuberg@nnigroup.com>

Cc: Ferris Wehbe (ferris@thehollywooddistillery.com) <ferris@thehollywooddistillery.com>; Jeff Zarrinam (jeff@thehollywooddistillery.com) <jeff@thehollywooddistillery.com>; Mike Boulous (mike@thehollywooddistillery.com) <mike@thehollywooddistillery.com>

Subject: Re: Hello !!

Hello Larry et al.,

We received two proposals today for the Proposed Hollywood Route 66 BID. The deadline is 4:00 o'clock, after which time I can open the envelopes to review the proposals for completeness, in preparation for the evaluation process.

I need to know who will help evaluate the proposals. It involves reading, scoring and providing a written basis for the score. Let me know who that will be (2-3 people). I will send the proposals electronically as well as the evaluation tool.

Thanks and let me know if there are any questions.

Rita

P.S. If more people want to help in the evaluation process, let me know.

On Tue, Apr 25, 2017 at 2:17 PM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

Dear Rita,

I was hoping to get an update on the Route 66 BID.....sending you all my best and

Thanks,

Larry P. Neuberg

President & CEO

<image016.jpg>

NEUBERG & NEUBERG IMPORTERS GROUP, INC.

6001 Santa Monica Boulevard

Los Angeles, California 90038-2610 USA

Direct: (323) 769-4861 • Cell: (323) 691-6380 • Fax: (323) 769-4829

Email: larryneuberg@nnigroup.com • Web Site: www.nnigroup.com

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Rita Moreno

City of Los Angeles

Office of the City Clerk

Neighborhood and Business Improvement District Division

200 N. Spring Street, 2nd Floor #237

Los Angeles, CA 90012

Office (213) 978-1122

Fax (213) 978-1130

[Redacted Signature]

[Redacted]

--

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[Redacted]

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[Redacted]

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[Redacted]

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[Redacted]

[Redacted]

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Fax [\(213\) 978-1130](tel:(213)978-1130)

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[Redacted]

<Civitas Eval - RM 2.pdf>

<Taussig Eval - RM 2.pdf>

<Proposal Rating Sheet - Hollywood Route 66.pdf>

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[Redacted]

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--

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[Redacted]

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 <http://cityclerk.lacity.org/m.clerkconnect/img/MyLA311.png>

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Fax (213) 978-1130



2 attachments

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1K

image055.jpg
1K

Rita Moreno <rita.moreno@lacity.org>

Thu, Jun 8, 2017 at 12:16 PM

To: "Gubler, Leron" <Leron@hollywoodchamber.net>

Cc: Jeff Zarrinam <jeff@hollywoodhotel.net>, Larry Neuberg <larryneuberg@nnigroup.com>, Ferris Wehbe <ferris@thehollywooddistillery.com>, Rosemary Hinkson <rosemary.hinkson@lacity.org>

I've checked with the Consultant and they are available on the 13th after 3:00 (it would be 3:15 interview). If needed, one person can be available on the 14th or 15th, but we should try to pin this down as soon as possible.

Larry and Ferris, how are your schedules?

On Thu, Jun 8, 2017 at 7:59 AM, Gubler, Leron <Leron@hollywoodchamber.net> wrote:

I could do 14, 15, or 16 but not the 19th.

Leron



Leron Gubler

President & CEO

Hollywood Chamber of Commerce

6255 Sunset Blvd, Ste 150, Hollywood, Ca 90028

323-469-8311 x12

leron@hollywoodchamber.net

www.hollywoodchamber.net | www.walkoffame.com



From: Rita Moreno [mailto:rita.moreno@lacity.org]

Sent: Thursday, June 8, 2017 7:53 AM

To: Jeff Zarrinam <jeff@hollywoodhotel.net>

Cc: Larry Neuberg <larryneuberg@nnigroup.com>; Gubler, Leron <Leron@hollywoodchamber.net>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>

Subject: Re: Hollywood Route 66 Interviews

Any one of those dates and times works for me.

On Wed, Jun 7, 2017 at 7:42 PM, Jeff Zarrinam <Jeff@hollywoodhotel.net> wrote:

Hi Rita

Yes, we would like Civitas at the interview

How about June 14,15,16 or 19 at 3pm?

Vaya con Dios,

Jeff Zarrinam, C.H.A.

President & CEO



1160 North Vermont Avenue, Hollywood, CA 90029



323-315-1831



323-208-2267

Fax

323-315-1872

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800-800-9733



jeff@hollywoodhotel.net

Web

www.hollywoodhotel.net



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From: Rita Moreno [mailto:rita.moreno@lacity.org]

Sent: Wednesday, June 7, 2017 10:04 AM

To: Larry Neuberg <larryneuberg@nnigroup.com>; Gubler, Leron <Leron@hollywoodchamber.net>; Jeff Zarrinam <Jeff@Hollywoodhotel.net>;

Ferris Wehbe <ferris@thehollywooddistillery.com>

Cc: Rosemary Hinkson <rosemary.hinkson@lacity.org>

Subject: Re: Hollywood Route 66 Interviews

Some bad news. Although I let both Consultants know that we would likely be holding the interviews on Tuesday, June 13, after 3:00 p.m., I have just been informed by Civitas that they cannot attend.

I'm disappointed as they did not mention any scheduling problems when I communicated with them. Ordinarily, they would be out of the running at this point. However, I believe you want to interview them, so let me know another date and time that would work for you all.

On Wed, Jun 7, 2017 at 8:46 AM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

Excellent and understood,

Thanks,

Larry P. Neuberg

President & CEO



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From: Rita Moreno [mailto:rita.moreno@lacity.org]

Sent: Wednesday, June 07, 2017 8:23 AM

To: Jeff Zarrinam <Jeff@hollywoodhotel.net>; Gubler, Leron <Leron@hollywoodchamber.net>; Larry Neuberg <larryneuberg@nnigroup.com>; Ferris Wehbe <ferris@thehollywooddistillery.com>

Cc: Rosemary Hinkson <rosemary.hinkson@lacity.org>

Subject: Re: Hollywood Route 66 Interviews

Good Morning Everyone:

I have tentatively scheduled both firms for Tuesday, June 13, 2017, and am about to send confirmation emails.

The schedule is as follows:

3:15 - 1st Consultant

3:45 - Evaluation

4:00 - 2nd Consultant

4:30 - Evaluation

We will review the proposals, questions and get organized between 3:00 and 3:15 so we should strive to be on time.

I look forward to seeing you all again next week.

Rita

On Tue, Jun 6, 2017 at 9:44 AM, Jeff Zarrinam <Jeff@hollywoodhotel.net> wrote:

Yes, in person interviews.

We will meet in Larry's conference room again.

Vaya con Dios,

Jeff Zarrinam, C.H.A.

President & CEO



1160 North Vermont Avenue, Hollywood, CA 90029



323-315-1831



323-208-2267

Fax

323-315-1872

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800-800-9733



jeff@hollywoodhotel.net

Web

www.hollywoodhotel.net



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From: Rita Moreno [mailto:rita.moreno@lacity.org]

Sent: Tuesday, June 6, 2017 9:41 AM

To: Larry Neuberger <larryneuberger@nnigroup.com>; Gubler, Leron <Leron@hollywoodchamber.net>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Jeff Zarrinam <Jeff@Hollywoodhotel.net>

Cc: Rosemary Hinkson <rosemary.hinkson@lacity.org>

Subject: Re: Hollywood Route 66 Interviews

Just want to make sure we're all clear that we are scheduling interviews, not conference calls. We need 2 hours tops. Each interview will be 20-30 minutes plus 15 minutes of deliberations/discussions on each one. Most likely, it will only be 1.5 hours.

On Tue, Jun 6, 2017 at 9:32 AM, Gubler, Leron <Leron@hollywoodchamber.net> wrote:

I now have a short conference call at 2 p.m. on the 13th but am available from 2:30 p.m. on the rest of the afternoon.

LEron



Leron Gubler

President & CEO

Hollywood Chamber of Commerce

6255 Sunset Blvd, Ste 150, Hollywood, Ca 90028

323-469-8311 x12

leron@hollywoodchamber.net

www.hollywoodchamber.net | www.walkoffame.com



From: Rita Moreno [mailto:rita.moreno@lacity.org]

Sent: Tuesday, June 6, 2017 8:14 AM

To: Jeff Zarrinam <jeff@hollywoodhotel.net>

Cc: Larry Neuberg <larryneuberg@nnigroup.com>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>; Gubler, Leron <Leron@hollywoodchamber.net>

Subject: Re: Hollywood Route 66 Conference Call

The 13th can work. I've placed a hold on my calendar and sent it to Rosemary as well.

On Sat, Jun 3, 2017 at 2:21 PM, Jeff Zarrinam <jeff@hollywoodhotel.net> wrote:

How about 6/12 or 6/13 at 3pm?

From: Rita Moreno [mailto:rita.moreno@lacity.org]

Sent: Wednesday, May 31, 2017 2:48 PM

To: Larry Neuberg <larryneuberg@nnigroup.com>

Cc: Jeff Zarrinam <jeff@hollywoodhotel.net>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>; Leron Gubler <leron@hollywoodchamber.net>

Subject: Re: Hollywood Route 66 Conference Call

Rosemary can't make it. Can you give me some more dates and times when you all are available? More than one option will work best.

On Wed, May 31, 2017 at 11:18 AM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

So sorry to hear the sad news, I would be willing to reschedule if necessary.....

Thanks,

Larry P. Neuberg

President & CEO



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Los Angeles, California 90038-2610 USA

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From: Rita Moreno [mailto:rita.moreno@lacity.org]

Sent: Wednesday, May 31, 2017 10:55 AM

To: Larry Neuberg <larryneuberg@nnigroup.com>

Cc: Jeff Zarrinam <Jeff@hollywoodhotel.net>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>; Leron Gubler <leron@hollywoodchamber.net>

Subject: Re: Hollywood Route 66 Conference Call

There was a death in the family and the services are in Simi Valley that day. I may not make it. I'll have to see if Rosemary can participate.

On Tue, May 30, 2017 at 11:48 AM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

I am ok with June the 5th, at 3pm.....

Thanks,

Larry P. Neuberg

President & CEO



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From: Jeff Zarrinnam [mailto:Jeff@Hollywoodhotel.net]
Sent: Saturday, May 27, 2017 3:35 PM
To: Rita Moreno <rita.moreno@lacity.org>
Cc: Larry Neuberg <larryneuberg@nnigroup.com>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>; Leron Gubler <leron@hollywoodchamber.net>
Subject: Re: Hollywood Route 66 Conference Call

Ok we are set then

Vaya con Dios,

Jeff Zarrinnam
Hotel Director
Hollywood Hotel

Mobile: [323-208-2267](tel:323-208-2267)
Jeff@HollywoodHotel.net

Sent from my iPhone 7

On May 25, 2017, at 3:00 PM, Rita Moreno <rita.moreno@lacity.org> wrote:

That works for us.

On Thu, May 25, 2017 at 10:02 AM, Jeff Zarrinnam <Jeff@hollywoodhotel.net> wrote:

How about 3pm on June 5th?

Vaya con Dios,

Jeff Zarrinnam
Hotel Director
Hollywood Hotel

Mobile: [323-208-2267](tel:323-208-2267)
Jeff@HollywoodHotel.net

Sent from my iPhone 7

On May 25, 2017, at 12:03 PM, Rita Moreno <rita.moreno@lacity.org> wrote:

Sorry folks, but it looks like we need to reschedule. I didn't realize that my regular day off, Monday the 30th, is Memorial Day, which means that Tuesday becomes my regular day off.

Please let me know which days you all are back in town and available. Sorry for the delay, but either Rosemary or myself need to participate on the panel and we're both off on the 31st.

Thanks.

Rita

On Tue, May 23, 2017 at 2:54 PM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

Correction, please disregard my first email, I can do the 30th in my office.....

Thanks,

Larry P. Neuberg

President & CEO

<image001.jpg>

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From: Jeff Zarrinnam [mailto:Jeff@Hollywoodhotel.net]

Sent: Tuesday, May 23, 2017 2:35 PM

To: Rita Moreno <rita.moreno@lacity.org>

Cc: Larry Neuberg <larryneuberg@nnigroup.com>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>

Subject: Re: Hollywood Route 66 Conference Call

Hello Rita

It would have to be on the 30th in the afternoon as Leron and I will be out of town on chamber business on the 31st

Vaya con Dios,

Jeff Zarrinnam

Hotel Director

Hollywood Hotel

Mobile: 323-208-2267

Jeff@HollywoodHotel.net

Sent from my iPhone 7

On May 23, 2017, at 1:53 PM, Rita Moreno <rita.moreno@lacity.org> wrote:

Good Morning Everyone:

Attached are my revised evaluation forms and the rating sheet. I am contacting the two Consultants to schedule the interviews. Remember this evaluation process is **confidential**. Please do not discuss/share this with anyone besides yourselves (Larry, Ferris and Jeff), Rosemary and myself.

For the interviews, anyone else who would like to participate can do so. Please remind me whether we are conducting the interviews on the 30th or 31st, and confirm the starting time (after 3:00 p.m.?).

I am making the calls to schedule so please confirm the date, time and who will participate in the interviews that will be held at Larry's business, as soon as possible.

Thanks.

Rita

On Mon, May 15, 2017 at 10:40 AM, Jeff Zarrinam <Jeff@hollywoodhotel.net> wrote:

Rita

Attached is my evaluation for David Taussig & Associates

Vaya con Dios,

Jeff Zarrinam, C.H.A.

President & CEO

<image016.jpg>

1160 North Vermont Avenue, Hollywood, CA 90029

<image002.jpg> [323-315-1831](tel:323-315-1831)

<image003.png> [323-208-2267](tel:323-208-2267)

Fax [323-315-1872](tel:323-315-1872)

Reservations [800-800-9733](tel:800-800-9733)

<image004.gif> jeff@hollywoodhotel.net

Web www.hollywoodhotel.net

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<image026.jpg>

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From: Rita Moreno [mailto:rita.moreno@lacity.org]
Sent: Friday, May 12, 2017 2:51 PM
To: Jeff Zarrinam <Jeff@Hollywoodhotel.net>

Cc: Larry Neuberg <larryneuberg@nnigroup.com>; Ieron@hollywoodchamber.net; Mike B <mboulos00@gmail.com>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>
Subject: Re: Hollywood Route 66 Conference Call

Rosemary will not be able to join in. She was out for a couple of weeks and is still trying to catch up, so we should not await her evaluations.

On Fri, May 12, 2017 at 2:39 PM, Jeff Zarrinam <Jeff@hollywoodhotel.net> wrote:

We can set up a conference call dial in #

Await for conference call instructions from Mike Boulos

From: Rita Moreno [mailto:rita.moreno@lacity.org]
Sent: Friday, May 12, 2017 12:13 PM
To: Larry Neuberg <larryneuberg@nnigroup.com>
Cc: Jeff Zarrinam <Jeff@Hollywoodhotel.net>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>
Subject: Re: Hello !!

Both Rosemary and I are out that day (we're on a 9/80 schedule), but I'm willing to call in for this discussion. Do any of you have a phone system to connect us all?

On Fri, May 12, 2017 at 10:38 AM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

That time would work for me.....

Thanks,

Larry P. Neuberg

President & CEO

<image015.jpg>

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Direct: (323) 769-4861 • Cell: (323) 691-6380 • Fax: (323) 769-4829

Email: larryneuberg@nnigroup.com • Web Site: www.nnigroup.com

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 Please consider the environment before printing this e-mail.

From: Jeff Zarrinam [mailto:Jeff@Hollywoodhotel.net]
Sent: Friday, May 12, 2017 10:29 AM
To: Ferris Wehbe <ferris@thehollywooddistillery.com>
Cc: Rita Moreno <rita.moreno@lacity.org>; Larry Neuberg <larryneuberg@nnigroup.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>
Subject: Re: Hello !!

That time is good for me

Vaya con Dios,

Jeff Zarrinam

Hotel Director

Hollywood Hotel

Mobile: 323-208-2267

Jeff@HollywoodHotel.net

Sent from my iPhone 7

On May 12, 2017, at 10:27 AM, Ferris Wehbe <ferris@thehollywooddistillery.com> wrote:

Can we do a conference call on May 15 anytime after 10 am

Ferris Wehbe
Hooch Master
www.thehollywooddistillery.com
www.ferriswehbe.org
<http://www.lacedars.org/>
323-465-6591 office
323-573-8940 cell

From: Rita Moreno <rita.moreno@lacity.org>

Sent: Friday, May 12, 2017 8:15:38 AM
To: Jeff Zarrinam
Cc: Larry Neuberg; Ferris Wehbe; Rosemary Hinkson
Subject: Re: Hello !!

Thanks, Jeff. Well wait for Rosemary's scores, but it looks like we'll need to schedule a conference call for the group. When scores differ by such a high margin, it is necessary to discuss the basis for our individual scores and determine whether any one or more of us can adjust our numbers so that, if challenged, there is greater consensus on the strengths and weaknesses of each proposal.

On Thu, May 11, 2017 at 7:19 PM, Jeff Zarrinam <Jeff@hollywoodhotel.net> wrote:

Hello Rita

Sorry for my delayed response.

Attached is my evaluations of the RFP's

Vaya con Dios,

Jeff Zarrinam, C.H.A.

President & CEO

<image001.jpg>

1160 North Vermont Avenue, Hollywood, CA 90029

<image003.jpg>

323-315-1831

<image004.png> 323-208-2267

Fax 323-315-1872

Reservations 800-800-9733

<image005.gif> jeff@hollywoodhotel.net

Web www.hollywoodhotel.net

<image017.jpg><image018.jpg><image019.jpg><image020.jpg><image021.jpg><image022.jpg><image023.jpg><image024.jpg><image025.jpg>
<image026.jpg>

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From: Rita Moreno [mailto:rita.moreno@lacity.org]

Sent: Tuesday, May 2, 2017 5:00 PM

To: Larry Neuberg <larryneuberg@nnigroup.com>; Jeff Zarrinam <jeff@thehollywooddistillery.com>; Ferris Wehbe <ferris@thehollywooddistillery.com>

Cc: Rosemary Hinkson <rosemary.hinkson@lacity.org>

Subject: Re: Hello !!

Hello All:

Attached please find two proposals for consideration. Please review each proposal and complete the attached evaluation form accordingly. Also attached is the RFP for reference.

Please submit your completed evaluation forms by Tuesday of next week (5/09/17). I will then combine our collective scores and provide you with the results. Thereafter, we will schedule the interviews. Let me know if you would like to conduct them somewhere in the proposed BID area, or at City Hall.

Thank you for your time and please let me know if you have any questions or concerns.

Rita

P.S. Please do not discuss the proposals with anyone else as we need to insure the process is confidential until such time as the evaluation and selection process has been completed.

On Tue, May 2, 2017 at 8:00 AM, Rita Moreno <rita.moreno@lacity.org> wrote:

Good Morning All:

I believe we have our evaluaters: Jeff, Ferris and Larry. Rosemary and I will also participate in the evaluation process. I will send the two proposals received and the evaluation tool electronically later today.

Thank you.

Rita

On Mon, May 1, 2017 at 1:43 PM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

Dear Rita,

I would at this step in the process be willing to read, score and provide a written bases for that score as it relates to the proposals, looking forward to hearing back from you and

Thanks,

Larry P. Neuberg

President & CEO

<image016.jpg>

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 Please consider the environment before printing this e-mail.

From: Rita Moreno [mailto:rita.moreno@lacity.org]

Sent: Tuesday, April 25, 2017 2:44 PM

To: Larry Neuberg <larryneuberg@nnigroup.com>

Cc: Ferris Wehbe (ferris@thehollywooddistillery.com) <ferris@thehollywooddistillery.com>; Jeff Zarrinam (jeff@thehollywooddistillery.com) <jeff@thehollywooddistillery.com>; Mike Boulos (mike@thehollywooddistillery.com) <mike@thehollywooddistillery.com>

Subject: Re: Hello !!

Hello Larry et al.,

We received two proposals today for the Proposed Hollywood Route 66 BID. The deadline is 4:00 o'clock, after which time I can open the envelopes to review the proposals for completeness, in preparation for the evaluation process.

I need to know who will help evaluate the proposals. It involves reading, scoring and providing a written basis for the score. Let me know who that will be (2-3 people). I will send the proposals electronically as well as the evaluation tool.

Thanks and let me know if there are any questions.

Rita

P.S. If more people want to help in the evaluation process, let me know.

On Tue, Apr 25, 2017 at 2:17 PM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

Dear Rita,

I was hoping to get an update on the Route 66 BID.....sending you all my best and

Thanks,

Larry P. Neuberg

President & CEO

<image016.jpg>

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Rita Moreno

City of Los Angeles

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Los Angeles, CA 90012

Office (213) 978-1122

Fax (213) 978-1130

 Image removed by sender.

--

Rita Moreno

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[Redacted]

<Civitas Eval - RM 2.pdf>

<Taussig Eval - RM 2.pdf>

<Proposal Rating Sheet - Hollywood Route 66.pdf>

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[Redacted]

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City of Los Angeles

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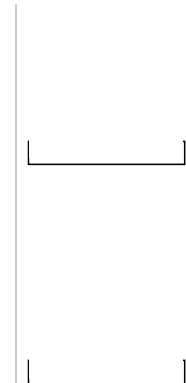
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2 attachments

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Larry Neuberg <larryneuberg@nnigroup.com>

Thu, Jun 8, 2017 at 12:52 PM

To: Rita Moreno <rita.moreno@lacity.org>, "Gubler, Leron" <Leron@hollywoodchamber.net>

Cc: Jeff Zarinnam <jeff@hollywoodhotel.net>, Ferris Wehbe <ferris@thehollywooddistillery.com>, Rosemary Hinkson <rosemary.hinkson@lacity.org>

The 15th is not good for me.....13th and 14th are good for me.....if required I can also do the 19th.....but I agree we should button this down as soon as possible.....

Thanks,

Larry P. Neuberg

President & CEO



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From: Rita Moreno [mailto:rita.moreno@lacity.org]

Sent: Thursday, June 08, 2017 12:17 PM

To: Gubler, Leron <Leron@hollywoodchamber.net>

Cc: Jeff Zarrinam <jeff@hollywoodhotel.net>; Larry Neuberg <larryneuberg@nnigroup.com>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>

Subject: Re: Hollywood Route 66 Interviews

I've checked with the Consultant and they are available on the 13th after 3:00 (it would be 3:15 interview). If needed, one person can be available on the 14th or 15th, but we should try to pin this down as soon as possible.

Larry and Ferris, how are your schedules?

On Thu, Jun 8, 2017 at 7:59 AM, Gubler, Leron <Leron@hollywoodchamber.net> wrote:

I could do 14, 15, or 16 but not the 19th.

Leron



Leron Gubler
President & CEO
Hollywood Chamber of Commerce
6255 Sunset Blvd, Ste 150, Hollywood, Ca 90028
323-469-8311 x12

leron@hollywoodchamber.net
www.hollywoodchamber.net | www.walkoffame.com



From: Rita Moreno [mailto:rita.moreno@lacity.org]

Sent: Thursday, June 8, 2017 7:53 AM

To: Jeff Zarrinam <jeff@hollywoodhotel.net>

Cc: Larry Neuberger <larryneuberger@nnigroup.com>; Gubler, Leron <Leron@hollywoodchamber.net>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>

Subject: Re: Hollywood Route 66 Interviews

Any one of those dates and times works for me.

On Wed, Jun 7, 2017 at 7:42 PM, Jeff Zarrinam <Jeff@hollywoodhotel.net> wrote:

Hi Rita

Yes, we would like Civitas at the interview

How about June 14,15,16 or 19 at 3pm?

Vaya con Dios,

Jeff Zarrinam, C.H.A.

President & CEO



1160 North Vermont Avenue, Hollywood, CA 90029



323-315-1831



323-208-2267

Fax [323-315-1872](tel:323-315-1872)
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✉ jeff@hollywoodhotel.net
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From: Rita Moreno [mailto:rita.moreno@lacity.org]
Sent: Wednesday, June 7, 2017 10:04 AM
To: Larry Neuberg <larryneuberg@nnigroup.com>; Gubler, Leron <Leron@hollywoodchamber.net>; Jeff Zarrinam <Jeff@Hollywoodhotel.net>; Ferris Wehbe <ferris@thehollywooddistillery.com>
Cc: Rosemary Hinkson <rosemary.hinkson@lacity.org>
Subject: Re: Hollywood Route 66 Interviews

Some bad news. Although I let both Consultants know that we would likely be holding the interviews on Tuesday, June 13, after 3:00 p.m., I have just been informed by Civitas that they cannot attend.

I'm disappointed as they did not mention any scheduling problems when I communicated with them. Ordinarily, they would be out of the running at this point. However, I believe you want to interview them, so let me know another date and time that would work for you all.

On Wed, Jun 7, 2017 at 8:46 AM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

Excellent and understood,

Thanks,

Larry P. Neuberg

President & CEO



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From: Rita Moreno [mailto:rita.moreno@lacity.org]

Sent: Wednesday, June 07, 2017 8:23 AM

To: Jeff Zarrinam <Jeff@hollywoodhotel.net>; Gubler, Leron <Leron@hollywoodchamber.net>; Larry Neuberg <larryneuberg@nnigroup.com>; Ferris Wehbe <ferris@thehollywooddistillery.com>

Cc: Rosemary Hinkson <rosemary.hinkson@lacity.org>

Subject: Re: Hollywood Route 66 Interviews

Good Morning Everyone:

I have tentatively scheduled both firms for Tuesday, June 13, 2017, and am about to send confirmation emails.

The schedule is as follows:

3:15 - 1st Consultant

3:45 - Evaluation

4:00 - 2nd Consultant

4:30 - Evaluation

We will review the proposals, questions and get organized between 3:00 and 3:15 so we should strive to be on time.

I look forward to seeing you all again next week.

Rita

On Tue, Jun 6, 2017 at 9:44 AM, Jeff Zarrinam <Jeff@hollywoodhotel.net> wrote:

Yes, in person interviews.

We will meet in Larry's conference room again.

Vaya con Dios,

Jeff Zarrinam, C.H.A.

President & CEO



1160 North Vermont Avenue, Hollywood, CA 90029



323-315-1831



323-208-2267

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Please consider the environment before printing this e-mail.

From: Rita Moreno [mailto:rita.moreno@lacity.org]

Sent: Tuesday, June 6, 2017 9:41 AM

To: Larry Neuberg <larryneuberg@nnigroup.com>; Gubler, Leron <Leron@hollywoodchamber.net>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Jeff Zarrinam <Jeff@Hollywoodhotel.net>

Cc: Rosemary Hinkson <rosemary.hinkson@lacity.org>

Subject: Re: Hollywood Route 66 Interviews

Just want to make sure we're all clear that we are scheduling interviews, not conference calls. We need 2 hours tops. Each interview will be 20-30 minutes plus 15 minutes of deliberations/discussions on each one. Most likely, it will only be 1.5 hours.

On Tue, Jun 6, 2017 at 9:32 AM, Gubler, Leron <Leron@hollywoodchamber.net> wrote:

I now have a short conference call at 2 p.m. on the 13th but am available from 2:30 p.m. on the rest of the afternoon.

LEron



Leron Gubler
President & CEO
Hollywood Chamber of Commerce
6255 Sunset Blvd, Ste 150,
Hollywood, Ca 90028
323-469-8311 x12

leron@hollywoodchamber.net
www.hollywoodchamber.net |
www.walkoffame.com



From: Rita Moreno [mailto:rita.moreno@lacity.org]
Sent: Tuesday, June 6, 2017 8:14 AM
To: Jeff Zarrinnam <jeff@hollywoodhotel.net>
Cc: Larry Neuberg <larryneuberg@nnigroup.com>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>; Gubler, Leron <Leron@hollywoodchamber.net>
Subject: Re: Hollywood Route 66 Conference Call

The 13th can work. I've placed a hold on my calendar and sent it to Rosemary as well.

On Sat, Jun 3, 2017 at 2:21 PM, Jeff Zarrinnam <Jeff@hollywoodhotel.net> wrote:

How about 6/12 or 6/13 at 3pm?

From: Rita Moreno [mailto:rita.moreno@lacity.org]
Sent: Wednesday, May 31, 2017 2:48 PM
To: Larry Neuberg <larryneuberg@nnigroup.com>
Cc: Jeff Zarrinnam <Jeff@Hollywoodhotel.net>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>; Leron Gubler <leron@hollywoodchamber.net>
Subject: Re: Hollywood Route 66 Conference Call

Rosemary can't make it. Can you give me some more dates and times when you all are available? More than one option will work best.

On Wed, May 31, 2017 at 11:18 AM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

So sorry to hear the sad news, I would be willing to reschedule if necessary.....

Thanks,

Larry P. Neuberg

President & CEO



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Email: larryneuberg@nnigroup.com • Web Site: www.nnigroup.com

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From: Rita Moreno [mailto:rita.moreno@lacity.org]
Sent: Wednesday, May 31, 2017 10:55 AM
To: Larry Neuberg <larryneuberg@nnigroup.com>
Cc: Jeff Zarrinam <Jeff@hollywoodhotel.net>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>; Leron Gubler <leron@hollywoodchamber.net>
Subject: Re: Hollywood Route 66 Conference Call

There was a death in the family and the services are in Simi Valley that day. I may not make it. I'll have to see if Rosemary can participate.

On Tue, May 30, 2017 at 11:48 AM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

I am ok with June the 5th, at 3pm.....

Thanks,

Larry P. Neuberg

President & CEO



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Email: larryneuberg@nnigroup.com • Web Site: www.nnigroup.com

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 Please consider the environment before printing this e-mail.

From: Jeff Zarrinam [mailto:Jeff@Hollywoodhotel.net]
Sent: Saturday, May 27, 2017 3:35 PM
To: Rita Moreno <rita.moreno@lacity.org>
Cc: Larry Neuberg <larryneuberg@nnigroup.com>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>; Leron Gubler <leron@hollywoodchamber.net>
Subject: Re: Hollywood Route 66 Conference Call

Ok we are set then

Vaya con Dios,

Jeff Zarrinam
Hotel Director
Hollywood Hotel

Mobile: [323-208-2267](tel:323-208-2267)
Jeff@HollywoodHotel.net

Sent from my iPhone 7

On May 25, 2017, at 3:00 PM, Rita Moreno <rita.moreno@lacity.org> wrote:

That works for us.

On Thu, May 25, 2017 at 10:02 AM, Jeff Zarrinam <Jeff@hollywoodhotel.net> wrote:

How about 3pm on June 5th?

Vaya con Dios,

Jeff Zarrinam
Hotel Director
Hollywood Hotel

Mobile: [323-208-2267](tel:323-208-2267)
Jeff@HollywoodHotel.net

Sent from my iPhone 7

On May 25, 2017, at 12:03 PM, Rita Moreno <rita.moreno@lacity.org> wrote:

Sorry folks, but it looks like we need to reschedule. I didn't realize that my regular day off, Monday the 30th, is Memorial Day, which means that Tuesday becomes my regular day off.

Please let me know which days you all are back in town and available. Sorry for the delay, but either Rosemary or myself need to participate on the panel and we're both off on the 31st.

Thanks.

Rita

On Tue, May 23, 2017 at 2:54 PM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

Correction, please disregard my first email, I can do the 30th in my office.....

Thanks,

Larry P. Neuberg

President & CEO

<image001.jpg>

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6001 Santa Monica Boulevard

Los Angeles, California 90038-2610 USA

Direct: (323) 769-4861 • Cell: (323) 691-6380 • Fax: (323) 769-4829

Email: larryneuberg@nnigroup.com • Web Site: www.nnigroup.com

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 Please consider the environment before printing this e-mail.

From: Jeff Zarrinam [mailto:Jeff@Hollywoodhotel.net]

Sent: Tuesday, May 23, 2017 2:35 PM

To: Rita Moreno <rita.moreno@lacity.org>

Cc: Larry Neuberg <larryneuberg@nnigroup.com>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>

Subject: Re: Hollywood Route 66 Conference Call

Hello Rita

It would have to be on the 30th in the afternoon as Leron and I will be out of town on chamber business on the 31st

Vaya con Dios,

Jeff Zarrinam

Hotel Director

Hollywood Hotel

Mobile: 323-208-2267

Jeff@HollywoodHotel.net

Sent from my iPhone 7

On May 23, 2017, at 1:53 PM, Rita Moreno <rita.moreno@lacity.org> wrote:

Good Morning Everyone:

Attached are my revised evaluation forms and the rating sheet. I am contacting the two Consultants to schedule the interviews. Remember this evaluation process is **confidential**. Please do not discuss/share this with anyone besides yourselves (Larry, Ferris and Jeff), Rosemary and myself.

For the interviews, anyone else who would like to participate can do so. Please remind me whether we are conducting the interviews on the 30th or 31st, and confirm the starting time (after 3:00 p.m.?).

I am making the calls to schedule so please confirm the date, time and who will participate in the interviews that will be held at Larry's business, as soon as possible.

Thanks.

Rita

On Mon, May 15, 2017 at 10:40 AM, Jeff Zarrinam <Jeff@hollywoodhotel.net> wrote:

Rita

Attached is my evaluation for David Taussig & Associates

Vaya con Dios,

Jeff Zarrinam, C.H.A.

President & CEO

<image016.jpg>

1160 North Vermont Avenue, Hollywood, CA 90029

<image002.jpg> 323-315-1831

<image003.png> 323-208-2267

Fax 323-315-1872

Reservations 800-800-9733

<image004.gif> jeff@hollywoodhotel.net

Web www.hollywoodhotel.net

<image017.jpg><image018.jpg><image019.jpg><image020.jpg><image021.jpg><image022.jpg><image023.jpg><image024.jpg><image025.jpg>
<image026.jpg>

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From: Rita Moreno [mailto:rita.moreno@lacity.org]
Sent: Friday, May 12, 2017 2:51 PM
To: Jeff Zarrinam <Jeff@Hollywoodhotel.net>

Cc: Larry Neuberg <larryneuberg@nnigroup.com>; Ieron@hollywoodchamber.net; Mike B <mboulos00@gmail.com>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>
Subject: Re: Hollywood Route 66 Conference Call

Rosemary will not be able to join in. She was out for a couple of weeks and is still trying to catch up, so we should not await her evaluations.

On Fri, May 12, 2017 at 2:39 PM, Jeff Zarrinam <Jeff@hollywoodhotel.net> wrote:

We can set up a conference call dial in #

Await for conference call instructions from Mike Boulos

From: Rita Moreno [mailto:rita.moreno@lacity.org]
Sent: Friday, May 12, 2017 12:13 PM
To: Larry Neuberg <larryneuberg@nnigroup.com>
Cc: Jeff Zarrinam <Jeff@Hollywoodhotel.net>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>
Subject: Re: Hello !!

Both Rosemary and I are out that day (we're on a 9/80 schedule), but I'm willing to call in for this discussion. Do any of you have a phone system to connect us all?

On Fri, May 12, 2017 at 10:38 AM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

That time would work for me.....

Thanks,

Larry P. Neuberg

President & CEO

<image015.jpg>

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6001 Santa Monica Boulevard

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Email: larryneuberg@nnigroup.com • Web Site: www.nnigroup.com

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 Please consider the environment before printing this e-mail.

From: Jeff Zarrinnam [mailto:Jeff@Hollywoodhotel.net]
Sent: Friday, May 12, 2017 10:29 AM
To: Ferris Wehbe <ferris@thehollywooddistillery.com>
Cc: Rita Moreno <rita.moreno@lacity.org>; Larry Neuberg <larryneuberg@nnigroup.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>
Subject: Re: Hello !!

That time is good for me

Vaya con Dios,

Jeff Zarrinnam
Hotel Director
Hollywood Hotel

Mobile: [323-208-2267](tel:323-208-2267)
Jeff@HollywoodHotel.net

Sent from my iPhone 7

On May 12, 2017, at 10:27 AM, Ferris Wehbe <ferris@thehollywooddistillery.com> wrote:

Can we do a conference call on May 15 anytime after 10 am

Ferris Wehbe
Hooch Master
www.thehollywooddistillery.com
www.ferriswehbe.org
<http://www.lacedars.org/>
323-465-6591 office
323-573-8940 cell

From: Rita Moreno <rita.moreno@lacity.org>

Sent: Friday, May 12, 2017 8:15:38 AM
To: Jeff Zarrinnam
Cc: Larry Neuberg; Ferris Wehbe; Rosemary Hinkson
Subject: Re: Hello !!

Thanks, Jeff. We'll wait for Rosemary's scores, but it looks like we'll need to schedule a conference call for the group. When scores differ by such a high margin, it is necessary to discuss the basis for our individual scores and determine whether any one or more of us can adjust our numbers so that, if challenged, there is greater consensus on the strengths and weaknesses of each proposal.

On Thu, May 11, 2017 at 7:19 PM, Jeff Zarrinnam <Jeff@hollywoodhotel.net> wrote:

Hello Rita

Sorry for my delayed response.

Attached is my evaluations of the RFP's

Vaya con Dios,

Jeff Zarrinnam, C.H.A.
President & CEO

<image001.jpg>

1160 North Vermont Avenue, Hollywood, CA 90029

<image003.jpg> [323-315-1831](tel:323-315-1831)

<image004.png> [323-208-2267](tel:323-208-2267)
Fax [323-315-1872](tel:323-315-1872)
Reservations [800-800-9733](tel:800-800-9733)
<image005.gif> jeff@hollywoodhotel.net
Web www.hollywoodhotel.net

<image017.jpg><image018.jpg><image019.jpg><image020.jpg><image021.jpg><image022.jpg><image023.jpg><image024.jpg><image025.jpg>
<image026.jpg>

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From: Rita Moreno [mailto:rita.moreno@lacity.org]
Sent: Tuesday, May 2, 2017 5:00 PM
To: Larry Neuberg <larryneuberg@nnigroup.com>; Jeff Zarrinam <jeff@thehollywooddistillery.com>; Ferris Wehbe <ferris@thehollywooddistillery.com>
Cc: Rosemary Hinkson <rosemary.hinkson@lacity.org>
Subject: Re: Hello !!

Hello All:

Attached please find two proposals for consideration. Please review each proposal and complete the attached evaluation form accordingly. Also attached is the RFP for reference.

Please submit your completed evaluation forms by Tuesday of next week (5/09/17). I will then combine our collective scores and provide you with the results. Thereafter, we will schedule the interviews. Let me know if you would like to conduct them somewhere in the proposed BID area, or at City Hall.

Thank you for your time and please let me know if you have any questions or concerns.

Rita

P.S. Please do not discuss the proposals with anyone else as we need to insure the process is confidential until such time as the evaluation and selection process has been completed.

On Tue, May 2, 2017 at 8:00 AM, Rita Moreno <rita.moreno@lacity.org> wrote:

Good Morning All:

I believe we have our evaluators: Jeff, Ferris and Larry. Rosemary and I will also participate in the evaluation process. I will send the two proposals received and the evaluation tool electronically later today.

Thank you.

Rita

On Mon, May 1, 2017 at 1:43 PM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

Dear Rita,

I would at this step in the process be willing to read, score and provide a written bases for that score as it relates to the proposals, looking forward to hearing back from you and

Thanks,

Larry P. Neuberg

President & CEO

<image016.jpg>

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 Please consider the environment before printing this e-mail.

From: Rita Moreno [mailto:rita.moreno@lacity.org]

Sent: Tuesday, April 25, 2017 2:44 PM

To: Larry Neuberg <larryneuberg@nnigroup.com>

Cc: Ferris Wehbe (ferris@thehollywooddistillery.com) <ferris@thehollywooddistillery.com>; Jeff Zarrinam (jeff@thehollywooddistillery.com) <jeff@thehollywooddistillery.com>; Mike Boulos (mike@thehollywooddistillery.com) <mike@thehollywooddistillery.com>

Subject: Re: Hello !!

Hello Larry et al.,

We received two proposals today for the Proposed Hollywood Route 66 BID. The deadline is 4:00 o'clock, after which time I can open the envelopes to review the proposals for completeness, in preparation for the evaluation process.

I need to know who will help evaluate the proposals. It involves reading, scoring and providing a written basis for the score. Let me know who that will be (2-3 people). I will send the proposals electronically as well as the evaluation tool.

Thanks and let me know if there are any questions.

Rita

P.S. If more people want to help in the evaluation process, let me know.

On Tue, Apr 25, 2017 at 2:17 PM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

Dear Rita,

I was hoping to get an update on the Route 66 BID.....sending you all my best and

Thanks,

Larry P. Neuberg

President & CEO

<image016.jpg>

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Los Angeles, California 90038-2610 USA

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Rita Moreno

City of Los Angeles

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Neighborhood and Business Improvement District Division

200 N. Spring Street, 2nd Floor #237

Los Angeles, CA 90012

Office (213) 978-1122

Fax (213) 978-1130

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<Civitas Eval - RM 2.pdf>

<Taussig Eval - RM 2.pdf>

<Proposal Rating Sheet - Hollywood Route 66.pdf>

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Rita Moreno

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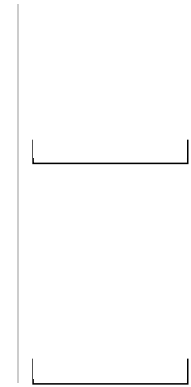
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Fax (213) 978-1130



2 attachments

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1K

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Rita Moreno <rita.moreno@lacity.org> Thu, Jun 8, 2017 at 1:04 PM
To: Larry Neuberg <larryneuberg@nnigroup.com>
Cc: "Gubler, Leron" <Leron@hollywoodchamber.net>, Jeff Zarrinam <jeff@hollywoodhotel.net>, Ferris Wehbe <ferris@thehollywooddistillery.com>, Rosemary Hinkson <rosemary.hinkson@lacity.org>

Sorry, I misspoke. The dates they are available are June 16 after 3 p.m. and one person can make it after 3 pm on June 14 and 15.

Larry, are you available on the 16th? If not, we should go with the 14th.

On Thu, Jun 8, 2017 at 12:52 PM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

The 15th is not good for me.....13th and 14th are good for me.....if required I can also do the 19th.....but I agree we should button this down as soon as possible.....

Thanks,

Larry P. Neuberg

President & CEO



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Please consider the environment before printing this e-mail.

From: Rita Moreno [<mailto:rita.moreno@lacity.org>]

Sent: Thursday, June 08, 2017 12:17 PM

To: Gubler, Leron <Leron@hollywoodchamber.net>

Cc: Jeff Zarrinam <jeff@hollywoodhotel.net>; Larry Neuberg <larryneuberg@nnigroup.com>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>

Subject: Re: Hollywood Route 66 Interviews

I've checked with the Consultant and they are available on the 13th after 3:00 (it would be 3:15 interview). If needed, one person can be available on the 14th or 15th, but we should try to pin this down as soon as possible.

Larry and Ferris, how are your schedules?

On Thu, Jun 8, 2017 at 7:59 AM, Gubler, Leron <Leron@hollywoodchamber.net> wrote:

I could do 14, 15, or 16 but not the 19th.

Leron



Leron Gubler

President & CEO

Hollywood Chamber of Commerce

6255 Sunset Blvd, Ste 150, Hollywood, Ca 90028

323-469-8311 x12

leron@hollywoodchamber.net

www.hollywoodchamber.net | www.walkoffame.com



From: Rita Moreno [mailto:rita.moreno@lacity.org]

Sent: Thursday, June 8, 2017 7:53 AM

To: Jeff Zarrinam <jeff@hollywoodhotel.net>

Cc: Larry Neuberg <larryneuberg@nnigroup.com>; Gubler, Leron <Leron@hollywoodchamber.net>; Ferris Wehbe <ferris@thehollywooddistillery.com>;

Rosemary Hinkson <rosemary.hinkson@lacity.org>

Subject: Re: Hollywood Route 66 Interviews

Any one of those dates and times works for me.

On Wed, Jun 7, 2017 at 7:42 PM, Jeff Zarrinam <Jeff@hollywoodhotel.net> wrote:

Hi Rita

Yes, we would like Civitas at the interview

How about June 14,15,16 or 19 at 3pm?

Vaya con Dios,

Jeff Zarrinam, C.H.A.

President & CEO



1160 North Vermont Avenue, Hollywood, CA 90029



323-315-1831



323-208-2267

Fax [323-315-1872](tel:323-315-1872)
Reservations [800-800-9733](tel:800-800-9733)
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From: Rita Moreno [mailto:rita.moreno@lacity.org]
Sent: Wednesday, June 7, 2017 10:04 AM
To: Larry Neuberg <larryneuberg@nnigroup.com>; Gubler, Leron <Leron@hollywoodchamber.net>; Jeff Zarrinam <Jeff@Hollywoodhotel.net>; Ferris Wehbe <ferris@thehollywooddistillery.com>
Cc: Rosemary Hinkson <rosemary.hinkson@lacity.org>
Subject: Re: Hollywood Route 66 Interviews

Some bad news. Although I let both Consultants know that we would likely be holding the interviews on Tuesday, June 13, after 3:00 p.m., I have just been informed by Civitas that they cannot attend.

I'm disappointed as they did not mention any scheduling problems when I communicated with them. Ordinarily, they would be out of the running at this point. However, I believe you want to interview them, so let me know another date and time that would work for you all.

On Wed, Jun 7, 2017 at 8:46 AM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

Excellent and understood,

Thanks,

Larry P. Neuberg

President & CEO



NEUBERG & NEUBERG IMPORTERS GROUP, INC.

6001 Santa Monica Boulevard

Los Angeles, California 90038-2610 USA

Direct: (323) 769-4861 • Cell: (323) 691-6380 • Fax: (323) 769-4829

Email: larryneuberg@nnigroup.com • Web Site: www.nnigroup.com

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From: Rita Moreno [mailto:rita.moreno@lacity.org]
Sent: Wednesday, June 07, 2017 8:23 AM
To: Jeff Zarrinam <Jeff@hollywoodhotel.net>; Gubler, Leron <Leron@hollywoodchamber.net>; Larry Neuberg <larryneuberg@nnigroup.com>; Ferris Wehbe <ferris@thehollywooddistillery.com>
Cc: Rosemary Hinkson <rosemary.hinkson@lacity.org>
Subject: Re: Hollywood Route 66 Interviews

Good Morning Everyone:

I have tentatively scheduled both firms for Tuesday, June 13, 2017, and am about to send confirmation emails.

The schedule is as follows:

3:15 - 1st Consultant

3:45 - Evaluation

4:00 - 2nd Consultant

4:30 - Evaluation

We will review the proposals, questions and get organized between 3:00 and 3:15 so we should strive to be on time.

I look forward to seeing you all again next week.

Rita

On Tue, Jun 6, 2017 at 9:44 AM, Jeff Zarrinam <Jeff@hollywoodhotel.net> wrote:

Yes, in person interviews.

We will meet in Larry's conference room again.

Vaya con Dios,

Jeff Zarrinam, C.H.A.

President & CEO



1160 North Vermont Avenue, Hollywood, CA 90029



323-315-1831



323-208-2267

Fax

323-315-1872

Reservations

800-800-9733



jeff@hollywoodhotel.net

Web

www.hollywoodhotel.net



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From: Rita Moreno [mailto:rita.moreno@lacity.org]

Sent: Tuesday, June 6, 2017 9:41 AM

To: Larry Neuberg <larryneuberg@nnigroup.com>; Gubler, Leron <Leron@hollywoodchamber.net>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Jeff Zarrinam <Jeff@Hollywoodhotel.net>

Cc: Rosemary Hinkson <rosemary.hinkson@lacity.org>

Subject: Re: Hollywood Route 66 Interviews

Just want to make sure we're all clear that we are scheduling interviews, not conference calls. We need 2 hours tops. Each interview will be 20-30 minutes plus 15 minutes of deliberations/discussions on each one. Most likely, it will only be 1.5 hours.

On Tue, Jun 6, 2017 at 9:32 AM, Gubler, Leron <Leron@hollywoodchamber.net> wrote:

I now have a short conference call at 2 p.m. on the 13th but am available from 2:30 p.m. on the rest of the afternoon.

LEron



Leron Gubler
President & CEO
Hollywood Chamber of
Commerce
6255 Sunset Blvd, Ste 150,
Hollywood, Ca 90028
323-469-8311 x12

leron@hollywoodchamber.net
www.hollywoodchamber.net |
www.walkoffame.com



From: Rita Moreno [mailto:rita.moreno@lacity.org]
Sent: Tuesday, June 6, 2017 8:14 AM
To: Jeff Zarrinam <jeff@hollywoodhotel.net>
Cc: Larry Neuberg <larryneuberg@nnigroup.com>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>; Gubler, Leron <Leron@hollywoodchamber.net>
Subject: Re: Hollywood Route 66 Conference Call

The 13th can work. I've placed a hold on my calendar and sent it to Rosemary as well.

On Sat, Jun 3, 2017 at 2:21 PM, Jeff Zarrinam <Jeff@hollywoodhotel.net> wrote:

How about 6/12 or 6/13 at 3pm?

From: Rita Moreno [mailto:rita.moreno@lacity.org]
Sent: Wednesday, May 31, 2017 2:48 PM
To: Larry Neuberg <larryneuberg@nnigroup.com>
Cc: Jeff Zarrinam <Jeff@Hollywoodhotel.net>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>; Leron Gubler <leron@hollywoodchamber.net>
Subject: Re: Hollywood Route 66 Conference Call

Rosemary can't make it. Can you give me some more dates and times when you all are available? More than one option will work best.

On Wed, May 31, 2017 at 11:18 AM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

So sorry to hear the sad news, I would be willing to reschedule if necessary.....

Thanks,

Larry P. Neuberg

President & CEO



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From: Rita Moreno [mailto:rita.moreno@lacity.org]
Sent: Wednesday, May 31, 2017 10:55 AM
To: Larry Neuberg <larryneuberg@nnigroup.com>
Cc: Jeff Zarrinam <Jeff@hollywoodhotel.net>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>; Leron Gubler <leron@hollywoodchamber.net>
Subject: Re: Hollywood Route 66 Conference Call

There was a death in the family and the services are in Simi Valley that day. I may not make it. I'll have to see if Rosemary can participate.

On Tue, May 30, 2017 at 11:48 AM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

I am ok with June the 5th, at 3pm.....

Thanks,

Larry P. Neuberg

President & CEO



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 Please consider the environment before printing this e-mail.

From: Jeff Zarrinam [mailto:Jeff@Hollywoodhotel.net]
Sent: Saturday, May 27, 2017 3:35 PM
To: Rita Moreno <rita.moreno@lacity.org>
Cc: Larry Neuberg <larryneuberg@nnigroup.com>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>; Leron Gubler <leron@hollywoodchamber.net>
Subject: Re: Hollywood Route 66 Conference Call

Ok we are set then

Vaya con Dios,

Jeff Zarrinam
Hotel Director
Hollywood Hotel

Mobile: [323-208-2267](tel:323-208-2267)
Jeff@HollywoodHotel.net

Sent from my iPhone 7

On May 25, 2017, at 3:00 PM, Rita Moreno <rita.moreno@lacity.org> wrote:

That works for us.

On Thu, May 25, 2017 at 10:02 AM, Jeff Zarrinam <Jeff@hollywoodhotel.net> wrote:

How about 3pm on June 5th?

Vaya con Dios,

Jeff Zarrinam
Hotel Director
Hollywood Hotel

Mobile: [323-208-2267](tel:323-208-2267)
Jeff@HollywoodHotel.net

Sent from my iPhone 7

On May 25, 2017, at 12:03 PM, Rita Moreno <rita.moreno@lacity.org> wrote:

Sorry folks, but it looks like we need to reschedule. I didn't realize that my regular day off, Monday the 30th, is Memorial Day, which means that Tuesday becomes my regular day off.

Please let me know which days you all are back in town and available. Sorry for the delay, but either Rosemary or myself need to participate on the panel and we're both off on the 31st.

Thanks.

Rita

On Tue, May 23, 2017 at 2:54 PM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

Correction, please disregard my first email, I can do the 30th in my office.....

Thanks,

Larry P. Neuberg

President & CEO

<image001.jpg>

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From: Jeff Zarrinam [mailto:Jeff@Hollywoodhotel.net]

Sent: Tuesday, May 23, 2017 2:35 PM

To: Rita Moreno <rita.moreno@lacity.org>

Cc: Larry Neuberg <larryneuberg@nnigroup.com>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>

Subject: Re: Hollywood Route 66 Conference Call

Hello Rita

It would have to be on the 30th in the afternoon as Leron and I will be out of town on chamber business on the 31st

Vaya con Dios,

Jeff Zarrinam

Hotel Director

Hollywood Hotel

Mobile: 323-208-2267

Jeff@HollywoodHotel.net

Sent from my iPhone 7

On May 23, 2017, at 1:53 PM, Rita Moreno <rita.moreno@lacity.org> wrote:

Good Morning Everyone:

Attached are my revised evaluation forms and the rating sheet. I am contacting the two Consultants to schedule the interviews. Remember this evaluation process is **confidential**. Please do not discuss/share this with anyone besides yourselves (Larry, Ferris and Jeff), Rosemary and myself.

For the interviews, anyone else who would like to participate can do so. Please remind me whether we are conducting the interviews on the 30th or 31st, and confirm the starting time (after 3:00 p.m.?).

I am making the calls to schedule so please confirm the date, time and who will participate in the interviews that will be held at Larry's business, as soon as possible.

Thanks.

Rita

On Mon, May 15, 2017 at 10:40 AM, Jeff Zarrinam <Jeff@hollywoodhotel.net> wrote:

Rita

Attached is my evaluation for David Taussig & Associates

Vaya con Dios,

Jeff Zarrinam, C.H.A.

President & CEO

<image016.jpg>

1160 North Vermont Avenue, Hollywood, CA 90029

<image002.jpg> [323-315-1831](tel:323-315-1831)

<image003.png> [323-208-2267](tel:323-208-2267)

Fax [323-315-1872](tel:323-315-1872)

Reservations [800-800-9733](tel:800-800-9733)

<image004.gif> jeff@hollywoodhotel.net

Web www.hollywoodhotel.net

<image017.jpg><image018.jpg><image019.jpg><image020.jpg><image021.jpg><image022.jpg><image023.jpg><image024.jpg><image025.jpg>
<image026.jpg>

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From: Rita Moreno [mailto:rita.moreno@lacity.org]
Sent: Friday, May 12, 2017 2:51 PM
To: Jeff Zarrinam <Jeff@Hollywoodhotel.net>

Cc: Larry Neuberg <larryneuberg@nnigroup.com>; Ieron@hollywoodchamber.net; Mike B <mboulos00@gmail.com>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>
Subject: Re: Hollywood Route 66 Conference Call

Rosemary will not be able to join in. She was out for a couple of weeks and is still trying to catch up, so we should not await her evaluations.

On Fri, May 12, 2017 at 2:39 PM, Jeff Zarrinam <Jeff@hollywoodhotel.net> wrote:

We can set up a conference call dial in #

Await for conference call instructions from Mike Boulos

From: Rita Moreno [mailto:rita.moreno@lacity.org]
Sent: Friday, May 12, 2017 12:13 PM
To: Larry Neuberg <larryneuberg@nnigroup.com>
Cc: Jeff Zarrinam <Jeff@Hollywoodhotel.net>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>
Subject: Re: Hello !!

Both Rosemary and I are out that day (we're on a 9/80 schedule), but I'm willing to call in for this discussion. Do any of you have a phone system to connect us all?

On Fri, May 12, 2017 at 10:38 AM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

That time would work for me.....

Thanks,

Larry P. Neuberg

President & CEO

<image015.jpg>

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6001 Santa Monica Boulevard

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From: Jeff Zarrinam [mailto:Jeff@Hollywoodhotel.net]
Sent: Friday, May 12, 2017 10:29 AM
To: Ferris Wehbe <ferris@thehollywooddistillery.com>
Cc: Rita Moreno <rita.moreno@lacity.org>; Larry Neuberg <larryneuberg@nnigroup.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>
Subject: Re: Hello !!

That time is good for me

Vaya con Dios,

Jeff Zarrinam
Hotel Director
Hollywood Hotel

Mobile: [323-208-2267](tel:323-208-2267)
Jeff@HollywoodHotel.net

Sent from my iPhone 7

On May 12, 2017, at 10:27 AM, Ferris Wehbe <ferris@thehollywooddistillery.com> wrote:
Can we do a conference call on May 15 anytime after 10 am

Ferris Wehbe
Hooch Master
www.thehollywooddistillery.com
www.ferriswehbe.org
<http://www.lacedars.org/>
323-465-6591 office
323-573-8940 cell

From: Rita Moreno <rita.moreno@lacity.org>

Sent: Friday, May 12, 2017 8:15:38 AM
To: Jeff Zarrinam
Cc: Larry Neuberg; Ferris Wehbe; Rosemary Hinkson
Subject: Re: Hello !!

Thanks, Jeff. We'll wait for Rosemary's scores, but it looks like we'll need to schedule a conference call for the group. When scores differ by such a high margin, it is necessary to discuss the basis for our individual scores and determine whether any one or more of us can adjust our numbers so that, if challenged, there is greater consensus on the strengths and weaknesses of each proposal.

On Thu, May 11, 2017 at 7:19 PM, Jeff Zarrinam <Jeff@hollywoodhotel.net> wrote:

Hello Rita

Sorry for my delayed response.

Attached is my evaluations of the RFP's

Vaya con Dios,

Jeff Zarrinam, C.H.A.
President & CEO

<image001.jpg>

1160 North Vermont Avenue, Hollywood, CA 90029

<image003.jpg> 323-315-1831
<image004.png> 323-208-2267
Fax 323-315-1872
Reservations 800-800-9733
<image005.gif> jeff@hollywoodhotel.net
Web www.hollywoodhotel.net

<image017.jpg><image018.jpg><image019.jpg><image020.jpg><image021.jpg><image022.jpg><image023.jpg><image024.jpg><image025.jpg>
<image026.jpg>

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From: Rita Moreno [mailto:rita.moreno@lacity.org]
Sent: Tuesday, May 2, 2017 5:00 PM
To: Larry Neuberg <larryneuberg@nnigroup.com>; Jeff Zarrinam <jeff@thehollywooddistillery.com>; Ferris Wehbe <ferris@thehollywooddistillery.com>
Cc: Rosemary Hinkson <rosemary.hinkson@lacity.org>
Subject: Re: Hello !!

Hello All:

Attached please find two proposals for consideration. Please review each proposal and complete the attached evaluation form accordingly. Also attached is the RFP for reference.

Please submit your completed evaluation forms by Tuesday of next week (5/09/17). I will then combine our collective scores and provide you with the results. Thereafter, we will schedule the interviews. Let me know if you would like to conduct them somewhere in the proposed BID area, or at City Hall.

Thank you for your time and please let me know if you have any questions or concerns.

Rita

P.S. Please do not discuss the proposals with anyone else as we need to insure the process is confidential until such time as the evaluation and selection process has been completed.

On Tue, May 2, 2017 at 8:00 AM, Rita Moreno <rita.moreno@lacity.org> wrote:

Good Morning All:

I believe we have our evaluaters: Jeff, Ferris and Larry. Rosemary and I will also participate in the evaluation process. I will send the two proposals received and the evaluation tool electronically later today.

Thank you.

Rita

On Mon, May 1, 2017 at 1:43 PM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

Dear Rita,

I would at this step in the process be willing to read, score and provide a written bases for that score as it relates to the proposals, looking forward to hearing back from you and

Thanks,

Larry P. Neuberg

President & CEO

<image016.jpg>

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 Please consider the environment before printing this e-mail.

From: Rita Moreno [mailto:rita.moreno@lacity.org]

Sent: Tuesday, April 25, 2017 2:44 PM

To: Larry Neuberg <larryneuberg@nnigroup.com>

Cc: Ferris Wehbe (ferris@thehollywooddistillery.com) <ferris@thehollywooddistillery.com>; Jeff Zarrinnam (jeff@thehollywooddistillery.com) <jeff@thehollywooddistillery.com>; Mike Boulos (mike@thehollywooddistillery.com) <mike@thehollywooddistillery.com>

Subject: Re: Hello !!

Hello Larry et al.,

We received two proposals today for the Proposed Hollywood Route 66 BID. The deadline is 4:00 o'clock, after which time I can open the envelopes to review the proposals for completeness, in preparation for the evaluation process.

I need to know who will help evaluate the proposals. It involves reading, scoring and providing a written basis for the score. Let me know who that will be (2-3 people). I will send the proposals electronically as well as the evaluation tool.

Thanks and let me know if there are any questions.

Rita

P.S. If more people want to help in the evaluation process, let me know.

On Tue, Apr 25, 2017 at 2:17 PM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

Dear Rita,

I was hoping to get an update on the Route 66 BID.....sending you all my best and

Thanks,

Larry P. Neuberg

President & CEO

<image016.jpg>

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Los Angeles, California 90038-2610 USA

Direct: (323) 769-4861 • Cell: (323) 691-6380 • Fax: (323) 769-4829

Email: larryneuberg@nnigroup.com • Web Site: www.nnigroup.com

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Office of the City Clerk

Neighborhood and Business Improvement District Division

200 N. Spring Street, 2nd Floor #237

Los Angeles, CA 90012

Office (213) 978-1122

Fax (213) 978-1130

[]

[]

--

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[]

[REDACTED]

--

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Fax [\(213\) 978-1130](tel:(213)978-1130)

[REDACTED]

[REDACTED]

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Fax [\(213\) 978-1130](tel:(213)978-1130)

 Image removed by sender.

[REDACTED]

<Civitas Eval - RM 2.pdf>

<Taussig Eval - RM 2.pdf>

<Proposal Rating Sheet - Hollywood Route 66.pdf>

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Fax [\(213\) 978-1130](tel:(213)978-1130)

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Los Angeles, CA 90012
Office (213) 978-1122
Fax (213) 978-1130



2 attachments

image031.jpg
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image030.jpg
1K

Cc: "Gubler, Leron" <Leron@hollywoodchamber.net>, Jeff Zarrinam <jeff@hollywoodhotel.net>, Ferris Wehbe <ferris@thehollywooddistillery.com>, Rosemary Hinkson <rosemary.hinkson@lacity.org>

The 16th is a Friday and that is not the best day for me.....so I prefer the 14th.....the 15th does not work for me.....

Thanks,

Larry P. Neuberg

President & CEO



NEUBERG & NEUBERG IMPORTERS GROUP, INC.

6001 Santa Monica Boulevard

Los Angeles, California 90038-2610 USA

Direct: (323) 769-4861 • Cell: (323) 691-6380 • Fax: (323) 769-4829

Email: larryneuberg@nnigroup.com • Web Site: www.nnigroup.com

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Please consider the environment before printing this e-mail.

From: Rita Moreno [mailto:rita.moreno@lacity.org]

Sent: Thursday, June 08, 2017 1:05 PM

To: Larry Neuberg <larryneuberg@nnigroup.com>

Cc: Gubler, Leron <Leron@hollywoodchamber.net>; Jeff Zarrinam <jeff@hollywoodhotel.net>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>

Subject: Re: Hollywood Route 66 Interviews

Sorry, I misspoke. The dates they are available are June 16 after 3 p.m. and one person can make it after 3 pm on June 14 and 15.

Larry, are you available on the 16th? If not, we should go with the 14th.

On Thu, Jun 8, 2017 at 12:52 PM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

The 15th is not good for me.....13th and 14th are good for me.....if required I can also do the 19th.....but I agree we should button this down as soon as possible.....

Thanks,

Larry P. Neuberg

President & CEO



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Please consider the environment before printing this e-mail.

From: Rita Moreno [mailto:rita.moreno@lacity.org]

Sent: Thursday, June 08, 2017 12:17 PM

To: Gubler, Leron <Leron@hollywoodchamber.net>

Cc: Jeff Zarrinam <jeff@hollywoodhotel.net>; Larry Neuberg <larryneuberg@nnigroup.com>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>

Subject: Re: Hollywood Route 66 Interviews

I've checked with the Consultant and they are available on the 13th after 3:00 (it would be 3:15 interview). If needed, one person can be available on the 14th or 15th, but we should try to pin this down as soon as possible.

Larry and Ferris, how are your schedules?

On Thu, Jun 8, 2017 at 7:59 AM, Gubler, Leron <Leron@hollywoodchamber.net> wrote:

I could do 14, 15, or 16 but not the 19th.

Leron



Leron Gubler

President & CEO

Hollywood Chamber of Commerce
6255 Sunset Blvd, Ste 150, Hollywood, Ca
90028

323-469-8311 x12

leron@hollywoodchamber.net

www.hollywoodchamber.net |

www.walkoffame.com



From: Rita Moreno [mailto:rita.moreno@lacity.org]

Sent: Thursday, June 8, 2017 7:53 AM

To: Jeff Zarrinam <jeff@hollywoodhotel.net>

Cc: Larry Neuberg <larryneuberg@nnigroup.com>; Gubler, Leron <Leron@hollywoodchamber.net>; Ferris Wehbe <ferris@thehollywooddistillery.com>;

Rosemary Hinkson <rosemary.hinkson@lacity.org>

Subject: Re: Hollywood Route 66 Interviews

Any one of those dates and times works for me.

On Wed, Jun 7, 2017 at 7:42 PM, Jeff Zarrinam <Jeff@hollywoodhotel.net> wrote:

Hi Rita

Yes, we would like Civitas at the interview

How about June 14,15,16 or 19 at 3pm?

Vaya con Dios,

Jeff Zarrinam, C.H.A.

President & CEO



1160 North Vermont Avenue, Hollywood, CA 90029



323-315-1831



323-208-2267

Fax [323-315-1872](tel:323-315-1872)
Reservations [800-800-9733](tel:800-800-9733)
✉ jeff@hollywoodhotel.net
Web www.hollywoodhotel.net

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From: Rita Moreno [mailto:rita.moreno@lacity.org]
Sent: Wednesday, June 7, 2017 10:04 AM
To: Larry Neuberg <larryneuberg@nnigroup.com>; Gubler, Leron <Leron@hollywoodchamber.net>; Jeff Zarrinam <Jeff@Hollywoodhotel.net>; Ferris Wehbe <ferris@thehollywooddistillery.com>
Cc: Rosemary Hinkson <rosemary.hinkson@lacity.org>
Subject: Re: Hollywood Route 66 Interviews

Some bad news. Although I let both Consultants know that we would likely be holding the interviews on Tuesday, June 13, after 3:00 p.m., I have just been informed by Civitas that they cannot attend.

I'm disappointed as they did not mention any scheduling problems when I communicated with them. Ordinarily, they would be out of the running at this point. However, I believe you want to interview them, so let me know another date and time that would work for you all.

On Wed, Jun 7, 2017 at 8:46 AM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

Excellent and understood,

Thanks,

Larry P. Neuberg

President & CEO



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From: Rita Moreno [mailto:rita.moreno@lacity.org]
Sent: Wednesday, June 07, 2017 8:23 AM
To: Jeff Zarrinam <Jeff@hollywoodhotel.net>; Gubler, Leron <Leron@hollywoodchamber.net>; Larry Neuberg <larryneuberg@nnigroup.com>; Ferris Wehbe <ferris@thehollywooddistillery.com>
Cc: Rosemary Hinkson <rosemary.hinkson@lacity.org>
Subject: Re: Hollywood Route 66 Interviews

Good Morning Everyone:

I have tentatively scheduled both firms for Tuesday, June 13, 2017, and am about to send confirmation emails.

The schedule is as follows:

3:15 - 1st Consultant
3:45 - Evaluation
4:00 - 2nd Consultant
4:30 - Evaluation

We will review the proposals, questions and get organized between 3:00 and 3:15 so we should strive to be on time.

I look forward to seeing you all again next week.

Rita

On Tue, Jun 6, 2017 at 9:44 AM, Jeff Zarrinam <Jeff@hollywoodhotel.net> wrote:

Yes, in person interviews.

We will meet in Larry's conference room again.

Vaya con Dios,

Jeff Zarrinam, C.H.A.

President & CEO



1160 North Vermont Avenue, Hollywood, CA 90029



323-315-1831



323-208-2267

Fax

323-315-1872

Reservations

800-800-9733



jeff@hollywoodhotel.net

Web

www.hollywoodhotel.net



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From: Rita Moreno [mailto:rita.moreno@lacity.org]

Sent: Tuesday, June 6, 2017 9:41 AM

To: Larry Neuberg <larryneuberg@nnigroup.com>; Gubler, Leron <Leron@hollywoodchamber.net>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Jeff Zarrinam <Jeff@Hollywoodhotel.net>

Cc: Rosemary Hinkson <rosemary.hinkson@lacity.org>

Subject: Re: Hollywood Route 66 Interviews

Just want to make sure we're all clear that we are scheduling interviews, not conference calls. We need 2 hours tops. Each interview will be 20-30 minutes plus 15 minutes of deliberations/discussions on each one. Most likely, it will only be 1.5 hours.

On Tue, Jun 6, 2017 at 9:32 AM, Gubler, Leron <Leron@hollywoodchamber.net> wrote:

I now have a short conference call at 2 p.m. on the 13th but am available from 2:30 p.m. on the rest of the afternoon.

Leron



Leron Gubler
President & CEO
Hollywood Chamber of
Commerce
6255 Sunset Blvd, Ste 150,
Hollywood, Ca 90028
323-469-8311 x12

leron@hollywoodchamber.net
www.hollywoodchamber.net |
www.walkoffame.com



From: Rita Moreno [mailto:rita.moreno@lacity.org]
Sent: Tuesday, June 6, 2017 8:14 AM
To: Jeff Zarrinam <jeff@hollywoodhotel.net>
Cc: Larry Neuberg <larryneuberg@nnigroup.com>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>; Gubler, Leron <Leron@hollywoodchamber.net>
Subject: Re: Hollywood Route 66 Conference Call

The 13th can work. I've placed a hold on my calendar and sent it to Rosemary as well.

On Sat, Jun 3, 2017 at 2:21 PM, Jeff Zarrinam <jeff@hollywoodhotel.net> wrote:

How about 6/12 or 6/13 at 3pm?

From: Rita Moreno [mailto:rita.moreno@lacity.org]
Sent: Wednesday, May 31, 2017 2:48 PM
To: Larry Neuberg <larryneuberg@nnigroup.com>
Cc: Jeff Zarrinam <jeff@hollywoodhotel.net>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>; Leron Gubler <leron@hollywoodchamber.net>
Subject: Re: Hollywood Route 66 Conference Call

Rosemary can't make it. Can you give me some more dates and times when you all are available? More than one option will work best.

On Wed, May 31, 2017 at 11:18 AM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

So sorry to hear the sad news, I would be willing to reschedule if necessary.....

Thanks,

Larry P. Neuberg

President & CEO



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From: Rita Moreno [mailto:rita.moreno@lacity.org]
Sent: Wednesday, May 31, 2017 10:55 AM
To: Larry Neuberg <larryneuberg@nnigroup.com>
Cc: Jeff Zarrinam <Jeff@hollywoodhotel.net>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>; Leron Gubler <leron@hollywoodchamber.net>
Subject: Re: Hollywood Route 66 Conference Call

There was a death in the family and the services are in Simi Valley that day. I may not make it. I'll have to see if Rosemary can participate.

On Tue, May 30, 2017 at 11:48 AM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

I am ok with June the 5th, at 3pm.....

Thanks,

Larry P. Neuberg

President & CEO



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 Please consider the environment before printing this e-mail.

From: Jeff Zarrinam [mailto:Jeff@Hollywoodhotel.net]
Sent: Saturday, May 27, 2017 3:35 PM
To: Rita Moreno <rita.moreno@lacity.org>
Cc: Larry Neuberger <larryneuberger@nnigroup.com>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>; Leron Gubler <leron@hollywoodchamber.net>
Subject: Re: Hollywood Route 66 Conference Call

Ok we are set then

Vaya con Dios,

Jeff Zarrinam
Hotel Director
Hollywood Hotel

Mobile: [323-208-2267](tel:323-208-2267)
Jeff@HollywoodHotel.net

Sent from my iPhone 7

On May 25, 2017, at 3:00 PM, Rita Moreno <rita.moreno@lacity.org> wrote:

That works for us.

On Thu, May 25, 2017 at 10:02 AM, Jeff Zarrinam <Jeff@hollywoodhotel.net> wrote:

How about 3pm on June 5th?

Vaya con Dios,

Jeff Zarrinam
Hotel Director
Hollywood Hotel

Mobile: [323-208-2267](tel:323-208-2267)
Jeff@HollywoodHotel.net

Sent from my iPhone 7

On May 25, 2017, at 12:03 PM, Rita Moreno <rita.moreno@lacity.org> wrote:

Sorry folks, but it looks like we need to reschedule. I didn't realize that my regular day off, Monday the 30th, is Memorial Day, which means that Tuesday becomes my regular day off.

Please let me know which days you all are back in town and available. Sorry for the delay, but either Rosemary or myself need to participate on the panel and we're both off on the 31st.

Thanks.

Rita

On Tue, May 23, 2017 at 2:54 PM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

Correction, please disregard my first email, I can do the 30th in my office.....

Thanks,

Larry P. Neuberg

President & CEO

<image001.jpg>

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From: Jeff Zarrinam [mailto:Jeff@Hollywoodhotel.net]

Sent: Tuesday, May 23, 2017 2:35 PM

To: Rita Moreno <rita.moreno@lacity.org>

Cc: Larry Neuberg <larryneuberg@nnigroup.com>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>

Subject: Re: Hollywood Route 66 Conference Call

Hello Rita

It would have to be on the 30th in the afternoon as Leron and I will be out of town on chamber business on the 31st

Vaya con Dios,

Jeff Zarrinam

Hotel Director

Hollywood Hotel

Mobile: 323-208-2267

Jeff@HollywoodHotel.net

Sent from my iPhone 7

On May 23, 2017, at 1:53 PM, Rita Moreno <rita.moreno@lacity.org> wrote:

Good Morning Everyone:

Attached are my revised evaluation forms and the rating sheet. I am contacting the two Consultants to schedule the interviews. Remember this evaluation process is **confidential**. Please do not discuss/share this with anyone besides yourselves (Larry, Ferris and Jeff), Rosemary and myself.

For the interviews, anyone else who would like to participate can do so. Please remind me whether we are conducting the interviews on the 30th or 31st, and confirm the starting time (after 3:00 p.m.?).

I am making the calls to schedule so please confirm the date, time and who will participate in the interviews that will be held at Larry's business, as soon as possible.

Thanks.

Rita

On Mon, May 15, 2017 at 10:40 AM, Jeff Zarrinam <Jeff@hollywoodhotel.net> wrote:

Rita

Attached is my evaluation for David Taussig & Associates

Vaya con Dios,

Jeff Zarrinam, C.H.A.

President & CEO

<image016.jpg>

1160 North Vermont Avenue, Hollywood, CA 90029

<image002.jpg> [323-315-1831](tel:323-315-1831)

<image003.png> [323-208-2267](tel:323-208-2267)

Fax [323-315-1872](tel:323-315-1872)

Reservations [800-800-9733](tel:800-800-9733)

<image004.gif> jeff@hollywoodhotel.net

Web www.hollywoodhotel.net

<image017.jpg><image018.jpg><image019.jpg><image020.jpg><image021.jpg><image022.jpg><image023.jpg><image024.jpg><image025.jpg>
<image026.jpg>

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From: Rita Moreno [mailto:rita.moreno@lacity.org]
Sent: Friday, May 12, 2017 2:51 PM
To: Jeff Zarrinam <Jeff@Hollywoodhotel.net>

Cc: Larry Neuberg <larryneuberg@nnigroup.com>; Ieron@hollywoodchamber.net; Mike B <mboulos00@gmail.com>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>
Subject: Re: Hollywood Route 66 Conference Call

Rosemary will not be able to join in. She was out for a couple of weeks and is still trying to catch up, so we should not await her evaluations.

On Fri, May 12, 2017 at 2:39 PM, Jeff Zarrinam <Jeff@hollywoodhotel.net> wrote:

We can set up a conference call dial in #

Await for conference call instructions from Mike Boulos

From: Rita Moreno [mailto:rita.moreno@lacity.org]
Sent: Friday, May 12, 2017 12:13 PM
To: Larry Neuberg <larryneuberg@nnigroup.com>
Cc: Jeff Zarrinam <Jeff@Hollywoodhotel.net>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>
Subject: Re: Hello !!

Both Rosemary and I are out that day (we're on a 9/80 schedule), but I'm willing to call in for this discussion. Do any of you have a phone system to connect us all?

On Fri, May 12, 2017 at 10:38 AM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

That time would work for me.....

Thanks,

Larry P. Neuberg

President & CEO

<image015.jpg>

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From: Jeff Zarrinnam [mailto:Jeff@Hollywoodhotel.net]
Sent: Friday, May 12, 2017 10:29 AM
To: Ferris Wehbe <ferris@thehollywooddistillery.com>
Cc: Rita Moreno <rita.moreno@lacity.org>; Larry Neuberg <larryneuberg@nnigroup.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>
Subject: Re: Hello !!

That time is good for me

Vaya con Dios,

Jeff Zarrinnam

Hotel Director

Hollywood Hotel

Mobile: [323-208-2267](tel:323-208-2267)

Jeff@HollywoodHotel.net

Sent from my iPhone 7

On May 12, 2017, at 10:27 AM, Ferris Wehbe <ferris@thehollywooddistillery.com> wrote:

Can we do a conference call on May 15 anytime after 10 am

Ferris Wehbe
Hooch Master
www.thehollywooddistillery.com
www.ferriswehbe.org
<http://www.lacedars.org/>
323-465-6591 office
323-573-8940 cell

From: Rita Moreno <rita.moreno@lacity.org>

Sent: Friday, May 12, 2017 8:15:38 AM
To: Jeff Zarrinnam
Cc: Larry Neuberg; Ferris Wehbe; Rosemary Hinkson
Subject: Re: Hello !!

Thanks, Jeff. Well wait for Rosemary's scores, but it looks like we'll need to schedule a conference call for the group. When scores differ by such a high margin, it is necessary to discuss the basis for our individual scores and determine whether any one or more of us can adjust our numbers so that, if challenged, there is greater consensus on the strengths and weaknesses of each proposal.

On Thu, May 11, 2017 at 7:19 PM, Jeff Zarrinnam <Jeff@hollywoodhotel.net> wrote:

Hello Rita

Sorry for my delayed response.

Attached is my evaluations of the RFP's

Vaya con Dios,

Jeff Zarrinnam, C.H.A.

President & CEO

<image001.jpg>

1160 North Vermont Avenue, Hollywood, CA 90029

<image003.jpg> 323-315-1831

<image004.png> 323-208-2267

Fax 323-315-1872

Reservations 800-800-9733

<image005.gif> jeff@hollywoodhotel.net

Web www.hollywoodhotel.net

<image017.jpg><image018.jpg><image019.jpg><image020.jpg><image021.jpg><image022.jpg><image023.jpg><image024.jpg><image025.jpg>
<image026.jpg>

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From: Rita Moreno [mailto:rita.moreno@lacity.org]

Sent: Tuesday, May 2, 2017 5:00 PM

To: Larry Neuberg <larryneuberg@nnigroup.com>; Jeff Zarrinam <jeff@thehollywooddistillery.com>; Ferris Wehbe <ferris@thehollywooddistillery.com>

Cc: Rosemary Hinkson <rosemary.hinkson@lacity.org>

Subject: Re: Hello !!

Hello All:

Attached please find two proposals for consideration. Please review each proposal and complete the attached evaluation form accordingly. Also attached is the RFP for reference.

Please submit your completed evaluation forms by Tuesday of next week (5/09/17). I will then combine our collective scores and provide you with the results. Thereafter, we will schedule the interviews. Let me know if you would like to conduct them somewhere in the proposed BID area, or at City Hall.

Thank you for your time and please let me know if you have any questions or concerns.

Rita

P.S. Please do not discuss the proposals with anyone else as we need to insure the process is confidential until such time as the evaluation and selection process has been completed.

On Tue, May 2, 2017 at 8:00 AM, Rita Moreno <rita.moreno@lacity.org> wrote:

Good Morning All:

I believe we have our evaluaters: Jeff, Ferris and Larry. Rosemary and I will also participate in the evaluation process. I will send the two proposals received and the evaluation tool electronically later today.

Thank you.

Rita

On Mon, May 1, 2017 at 1:43 PM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

Dear Rita,

I would at this step in the process be willing to read, score and provide a written bases for that score as it relates to the proposals, looking forward to hearing back from you and

Thanks,

Larry P. Neuberg

President & CEO

<image016.jpg>

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6001 Santa Monica Boulevard

Los Angeles, California 90038-2610 USA

Direct: (323) 769-4861 • Cell: (323) 691-6380 • Fax: (323) 769-4829

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From: Rita Moreno [mailto:rita.moreno@lacity.org]

Sent: Tuesday, April 25, 2017 2:44 PM

To: Larry Neuberg <larryneuberg@nnigroup.com>

Cc: Ferris Wehbe (ferris@thehollywooddistillery.com) <ferris@thehollywooddistillery.com>; Jeff Zarrinnam (jeff@thehollywooddistillery.com) <jeff@thehollywooddistillery.com>; Mike Boulos (mike@thehollywooddistillery.com) <mike@thehollywooddistillery.com>

Subject: Re: Hello !!

Hello Larry et al.,

We received two proposals today for the Proposed Hollywood Route 66 BID. The deadline is 4:00 o'clock, after which time I can open the envelopes to review the proposals for completeness, in preparation for the evaluation process.

I need to know who will help evaluate the proposals. It involves reading, scoring and providing a written basis for the score. Let me know who that will be (2-3 people). I will send the proposals electronically as well as the evaluation tool.

Thanks and let me know if there are any questions.

Rita

P.S. If more people want to help in the evaluation process, let me know.

On Tue, Apr 25, 2017 at 2:17 PM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

Dear Rita,

I was hoping to get an update on the Route 66 BID.....sending you all my best and

Thanks,

Larry P. Neuberg

President & CEO

<[image016.jpg](#)>

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200 N. Spring Street, 2nd Floor #237

Los Angeles, CA 90012

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Fax (213) 978-1130

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[Redacted]

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[Redacted]

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[Redacted]

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[REDACTED]
<Civitas Eval - RM 2.pdf>

<Taussig Eval - RM 2.pdf>

<Proposal Rating Sheet - Hollywood Route 66.pdf>

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[REDACTED]

 [Image removed by sender.](#)

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[REDACTED]

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2 attachments

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1K

image031.jpg
1K

Rita Moreno <rita.moreno@lacity.org> Thu, Jun 8, 2017 at 2:07 PM
To: Larry Neuberg <larryneuberg@nnigroup.com>
Cc: "Gubler, Leron" <Leron@hollywoodchamber.net>, Jeff Zarrinam <jeff@hollywoodhotel.net>, Ferris Wehbe <ferris@thehollywooddistillery.com>, Rosemary Hinkson <rosemary.hinkson@lacity.org>

Okay, I'm setting it for the 14th.

On Thu, Jun 8, 2017 at 1:30 PM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

The 16th is a Friday and that is not the best day for me.....so I prefer the 14th.....the 15th does not work for me.....

Thanks,

Larry P. Neuberg

President & CEO



NEUBERG & NEUBERG IMPORTERS GROUP, INC.

6001 Santa Monica Boulevard

Los Angeles, California 90038-2610 USA

Direct: (323) 769-4861 • Cell: (323) 691-6380 • Fax: (323) 769-4829

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Please consider the environment before printing this e-mail.

From: Rita Moreno [mailto:rita.moreno@lacity.org]

Sent: Thursday, June 08, 2017 1:05 PM

To: Larry Neuberg <larryneuberg@nnigroup.com>

Cc: Gubler, Leron <Leron@hollywoodchamber.net>; Jeff Zarrinam <jeff@hollywoodhotel.net>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>

Subject: Re: Hollywood Route 66 Interviews

Sorry, I misspoke. The dates they are available are June 16 after 3 p.m. and one person can make it after 3 pm on June 14 and 15.

Larry, are you available on the 16th? If not, we should go with the 14th.

On Thu, Jun 8, 2017 at 12:52 PM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

The 15th is not good for me.....13th and 14th are good for me.....if required I can also do the 19th.....but I agree we should button this down as soon as possible.....

Thanks,

Larry P. Neuberg

President & CEO



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From: Rita Moreno [mailto:rita.moreno@lacity.org]
Sent: Thursday, June 08, 2017 12:17 PM
To: Gubler, Leron <Leron@hollywoodchamber.net>
Cc: Jeff Zarrinam <jeff@hollywoodhotel.net>; Larry Neuberg <larryneuberg@nnigroup.com>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>
Subject: Re: Hollywood Route 66 Interviews

I've checked with the Consultant and they are available on the 13th after 3:00 (it would be 3:15 interview). If needed, one person can be available on the 14th or 15th, but we should try to pin this down as soon as possible.

Larry and Ferris, how are your schedules?

On Thu, Jun 8, 2017 at 7:59 AM, Gubler, Leron <Leron@hollywoodchamber.net> wrote:

I could do 14, 15, or 16 but not the 19th.

Leron



cid:image004.png@01D298E2.1F177EB0

Leron Gubler
President & CEO
Hollywood Chamber of Commerce
6255 Sunset Blvd, Ste 150, Hollywood,
Ca 90028
323-469-8311 x12

leron@hollywoodchamber.net
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 Hollywood Home Entertainment Group Holdings	 HDG HARRIDGE DEVELOPMENT GROUP	 PARAMOUNT CONTRACTORS & DEVELOPERS INCORPORATED	 AT&T
 OCCIDENTAL ENTERTAINMENT GROUP HOLDINGS	 KAISER PERMANENTE Los Angeles Medical Center	 IRON MOUNTAIN ENTERTAINMENT SERVICES	
BRONZE LEVEL			
 usbank	 SoCalGas	 CIM	 MCS
 COMCAST NBCUNIVERSAL	 The Original FARMERS MARKET	 HOLLYWOOD PRESBYTERIAN MEDICAL CENTER	 CITY NATIONAL BANK The way up.
			 Autism HOLLYWOOD Essential Care

From: Rita Moreno [mailto:rita.moreno@lacity.org]
Sent: Thursday, June 8, 2017 7:53 AM
To: Jeff Zarrinam <jeff@hollywoodhotel.net>
Cc: Larry Neuberg <larryneuberg@nnigroup.com>; Gubler, Leron <Leron@hollywoodchamber.net>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>
Subject: Re: Hollywood Route 66 Interviews

Any one of those dates and times works for me.

On Wed, Jun 7, 2017 at 7:42 PM, Jeff Zarrinam <Jeff@hollywoodhotel.net> wrote:

Hi Rita

Yes, we would like Civitas at the interview

How about June 14,15,16 or 19 at 3pm?

Vaya con Dios,

Jeff Zarrinam, C.H.A.

President & CEO



1160 North Vermont Avenue, Hollywood, CA 90029

 [323-315-1831](tel:323-315-1831)

 [323-208-2267](tel:323-208-2267)

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From: Rita Moreno [mailto:rita.moreno@lacity.org]
Sent: Wednesday, June 7, 2017 10:04 AM

To: Larry Neuberg <larryneuberg@nnigroup.com>; Gubler, Leron <Leron@hollywoodchamber.net>; Jeff Zarrinnam <Jeff@Hollywoodhotel.net>; Ferris Wehbe <ferris@thehollywooddistillery.com>
Cc: Rosemary Hinkson <rosemary.hinkson@lacity.org>
Subject: Re: Hollywood Route 66 Interviews

Some bad news. Although I let both Consultants know that we would likely be holding the interviews on Tuesday, June 13, after 3:00 p.m., I have just been informed by Civitas that they cannot attend.

I'm disappointed as they did not mention any scheduling problems when I communicated with them. Ordinarily, they would be out of the running at this point. However, I believe you want to interview them, so let me know another date and time that would work for you all.

On Wed, Jun 7, 2017 at 8:46 AM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

Excellent and understood,

Thanks,

Larry P. Neuberg

President & CEO



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From: Rita Moreno [mailto:rita.moreno@lacity.org]
Sent: Wednesday, June 07, 2017 8:23 AM
To: Jeff Zarrinnam <Jeff@hollywoodhotel.net>; Gubler, Leron <Leron@hollywoodchamber.net>; Larry Neuberg <larryneuberg@nnigroup.com>; Ferris Wehbe <ferris@thehollywooddistillery.com>
Cc: Rosemary Hinkson <rosemary.hinkson@lacity.org>
Subject: Re: Hollywood Route 66 Interviews

Good Morning Everyone:

I have tentatively scheduled both firms for Tuesday, June 13, 2017, and am about to send confirmation emails.

The schedule is as follows:

3:15 - 1st Consultant

3:45 - Evaluation

4:00 - 2nd Consultant

4:30 - Evaluation

We will review the proposals, questions and get organized between 3:00 and 3:15 so we should strive to be on time.

I look forward to seeing you all again next week.

Rita

On Tue, Jun 6, 2017 at 9:44 AM, Jeff Zarrinam <Jeff@hollywoodhotel.net> wrote:

Yes, in person interviews.

We will meet in Larry's conference room again.

Vaya con Dios,

Jeff Zarrinam, C.H.A.

President & CEO



1160 North Vermont Avenue, Hollywood, CA 90029



[323-315-1831](tel:323-315-1831)



[323-208-2267](tel:323-208-2267)

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From: Rita Moreno [mailto:rita.moreno@lacity.org]

Sent: Tuesday, June 6, 2017 9:41 AM

To: Larry Neuberg <larryneuberg@nnigroup.com>; Gubler, Leron <Leron@hollywoodchamber.net>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Jeff Zarrinam <Jeff@Hollywoodhotel.net>

Cc: Rosemary Hinkson <rosemary.hinkson@lacity.org>

Subject: Re: Hollywood Route 66 Interviews

Just want to make sure we're all clear that we are scheduling interviews, not conference calls. We need 2 hours tops. Each interview will be 20-30 minutes plus 15 minutes of deliberations/discussions on each one. Most likely, it will only be 1.5 hours.

On Tue, Jun 6, 2017 at 9:32 AM, Gubler, Leron <Leron@hollywoodchamber.net> wrote:

I now have a short conference call at 2 p.m. on the 13th but am available from 2:30 p.m. on the rest of the afternoon.

Leron



Leron Gubler

President & CEO

Hollywood Chamber of
Commerce

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Hollywood, Ca 90028

323-469-8311 x12

leron@hollywoodchamber.net

www.hollywoodchamber.net |

www.walkoffame.com



From: Rita Moreno [mailto:rita.moreno@lacity.org]

Sent: Tuesday, June 6, 2017 8:14 AM

To: Jeff Zarrinam <jeff@hollywoodhotel.net>

Cc: Larry Neuberg <larryneuberg@nnigroup.com>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>; Gubler, Leron <Leron@hollywoodchamber.net>

Subject: Re: Hollywood Route 66 Conference Call

The 13th can work. I've placed a hold on my calendar and sent it to Rosemary as well.

On Sat, Jun 3, 2017 at 2:21 PM, Jeff Zarrinam <Jeff@hollywoodhotel.net> wrote:

How about 6/12 or 6/13 at 3pm?

From: Rita Moreno [<mailto:rita.moreno@lacity.org>]

Sent: Wednesday, May 31, 2017 2:48 PM

To: Larry Neuberg <larryneuberg@nnigroup.com>

Cc: Jeff Zarrinam <Jeff@Hollywoodhotel.net>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>; Leron Gubler <leron@hollywoodchamber.net>

Subject: Re: Hollywood Route 66 Conference Call

Rosemary can't make it. Can you give me some more dates and times when you all are available? More than one option will work best.

On Wed, May 31, 2017 at 11:18 AM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

So sorry to hear the sad news, I would be willing to reschedule if necessary.....

Thanks,

Larry P. Neuberg

President & CEO



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🌱 Please consider the environment before printing this e-mail.

From: Rita Moreno [<mailto:rita.moreno@lacity.org>]

Sent: Wednesday, May 31, 2017 10:55 AM

To: Larry Neuberg <larryneuberg@nnigroup.com>

Cc: Jeff Zarrinam <Jeff@hollywoodhotel.net>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>; Leron Gubler <leron@hollywoodchamber.net>

Subject: Re: Hollywood Route 66 Conference Call

There was a death in the family and the services are in Simi Valley that day. I may not make it. I'll have to see if Rosemary can participate.

On Tue, May 30, 2017 at 11:48 AM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

I am ok with June the 5th, at 3pm.....

Thanks,

Larry P. Neuberg

President & CEO



NEUBERG & NEUBERG IMPORTERS GROUP, INC.

6001 Santa Monica Boulevard

Los Angeles, California 90038-2610 USA

Direct: (323) 769-4861 • Cell: (323) 691-6380 • Fax: (323) 769-4829

Email: larryneuberg@nnigroup.com • Web Site: www.nnigroup.com

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From: Jeff Zarrinnam [mailto:Jeff@Hollywoodhotel.net]

Sent: Saturday, May 27, 2017 3:35 PM

To: Rita Moreno <rita.moreno@lacity.org>

Cc: Larry Neuberg <larryneuberg@nnigroup.com>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>; Leron Gubler <leron@hollywoodchamber.net>

Subject: Re: Hollywood Route 66 Conference Call

Ok we are set then

Vaya con Dios,

Jeff Zarrinnam

Hotel Director

Hollywood Hotel

Mobile: 323-208-2267

Jeff@HollywoodHotel.net

Sent from my iPhone 7

On May 25, 2017, at 3:00 PM, Rita Moreno <rita.moreno@lacity.org> wrote:

That works for us.

On Thu, May 25, 2017 at 10:02 AM, Jeff Zarrinnam <Jeff@hollywoodhotel.net> wrote:

How about 3pm on June 5th?

Vaya con Dios,

Jeff Zarrinam

Hotel Director

Hollywood Hotel

Mobile: [323-208-2267](tel:323-208-2267)

Jeff@HollywoodHotel.net

Sent from my iPhone 7

On May 25, 2017, at 12:03 PM, Rita Moreno <rita.moreno@lacity.org> wrote:

Sorry folks, but it looks like we need to reschedule. I didn't realize that my regular day off, Monday the 30th, is Memorial Day, which means that Tuesday becomes my regular day off.

Please let me know which days you all are back in town and available. Sorry for the delay, but either Rosemary or myself need to participate on the panel and we're both off on the 31st.

Thanks.

Rita

On Tue, May 23, 2017 at 2:54 PM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

Correction, please disregard my first email, I can do the 30th in my office.....

Thanks,

Larry P. Neuberg

President & CEO

<image001.jpg>

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6001 Santa Monica Boulevard

Los Angeles, California 90038-2610 USA

Direct: (323) 769-4861 • Cell: (323) 691-6380 • Fax: (323) 769-4829

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 Please consider the environment before printing this e-mail.

From: Jeff Zarrinnam [mailto:Jeff@Hollywoodhotel.net]
Sent: Tuesday, May 23, 2017 2:35 PM
To: Rita Moreno <rita.moreno@lacity.org>
Cc: Larry Neuberg <larryneuberg@nnigroup.com>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>

Subject: Re: Hollywood Route 66 Conference Call

Hello Rita

It would have to be on the 30th in the afternoon as Leron and I will be out of town on chamber business on the 31st

Vaya con Dios,

Jeff Zarrinnam
Hotel Director
Hollywood Hotel

Mobile: [323-208-2267](tel:323-208-2267)
Jeff@HollywoodHotel.net

Sent from my iPhone 7

On May 23, 2017, at 1:53 PM, Rita Moreno <rita.moreno@lacity.org> wrote:

Good Morning Everyone:

Attached are my revised evaluation forms and the rating sheet. I am contacting the two Consultants to schedule the interviews. Remember this evaluation process is **confidential**. Please do not discuss/share this with anyone besides yourselves (Larry, Ferris and Jeff), Rosemary and myself.

For the interviews, anyone else who would like to participate can do so. Please remind me whether we are conducting the interviews on the 30th or 31st, and confirm the starting time (after 3:00 p.m.?).

I am making the calls to schedule so please confirm the date, time and who will participate in the interviews that will be held at Larry's business, as soon as possible.

Thanks.

Rita

On Mon, May 15, 2017 at 10:40 AM, Jeff Zarrinnam <Jeff@hollywoodhotel.net> wrote:

Rita

Attached is my evaluation for David Taussig & Associates

Vaya con Dios,

Jeff Zarrinnam, C.H.A.

President & CEO

<image016.jpg>

1160 North Vermont Avenue, Hollywood, CA 90029

<image002.jpg> 323-315-1831

<image003.png> 323-208-2267

Fax 323-315-1872

Reservations 800-800-9733

<image004.gif> jeff@hollywoodhotel.net

Web www.hollywoodhotel.net

<image017.jpg><image018.jpg><image019.jpg><image020.jpg><image021.jpg><image022.jpg><image023.jpg><image024.jpg><image025.jpg>
<image026.jpg>

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From: Rita Moreno [mailto:rita.moreno@lacity.org]

Sent: Friday, May 12, 2017 2:51 PM

To: Jeff Zarrinam <Jeff@Hollywoodhotel.net>

Cc: Larry Neuberg <larryneuberg@nnigroup.com>; leron@hollywoodchamber.net; Mike B <mboulos00@gmail.com>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>

Subject: Re: Hollywood Route 66 Conference Call

Rosemary will not be able to join in. She was out for a couple of weeks and is still trying to catch up, so we should not await her evaluations.

On Fri, May 12, 2017 at 2:39 PM, Jeff Zarrinam <Jeff@hollywoodhotel.net> wrote:

We can set up a conference call dial in #

Await for conference call instructions from Mike Boulos

From: Rita Moreno [mailto:rita.moreno@lacity.org]

Sent: Friday, May 12, 2017 12:13 PM

To: Larry Neuberg <larryneuberg@nnigroup.com>

Cc: Jeff Zarrinam <Jeff@Hollywoodhotel.net>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>

Subject: Re: Hello !!

Both Rosemary and I are out that day (we're on a 9/80 schedule), but I'm willing to call in for this discussion. Do any of you have a phone system to connect us all?

On Fri, May 12, 2017 at 10:38 AM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

That time would work for me.....

Thanks,

Larry P. Neuberg

President & CEO

<image015.jpg>

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6001 Santa Monica Boulevard

Los Angeles, California 90038-2610 USA

Direct: (323) 769-4861 • Cell: (323) 691-6380 • Fax: (323) 769-4829

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 Please consider the environment before printing this e-mail.

From: Jeff Zarrinam [<mailto:Jeff@Hollywoodhotel.net>]
Sent: Friday, May 12, 2017 10:29 AM
To: Ferris Wehbe <ferris@thehollywooddistillery.com>
Cc: Rita Moreno <rita.moreno@lacity.org>; Larry Neuberg <larryneuberg@nnigroup.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>
Subject: Re: Hello !!

That time is good for me

Vaya con Dios,

Jeff Zarrinam

Hotel Director

Hollywood Hotel

Mobile: 323-208-2267

Jeff@HollywoodHotel.net

Sent from my iPhone 7

On May 12, 2017, at 10:27 AM, Ferris Wehbe <ferris@thehollywooddistillery.com> wrote:

Can we do a conference call on May 15 anytime after 10 am

Ferris Wehbe
Hooch Master
www.thehollywooddistillery.com
www.ferriswehbe.org
<http://www.lacedars.org/>
323-465-6591 office
323-573-8940 cell

From: Rita Moreno <rita.moreno@lacity.org>

Sent: Friday, May 12, 2017 8:15:38 AM

To: Jeff Zarrinnam

Cc: Larry Neuberg; Ferris Wehbe; Rosemary Hinkson

Subject: Re: Hello !!

Thanks, Jeff. We'll wait for Rosemary's scores, but it looks like we'll need to schedule a conference call for the group. When scores differ by such a high margin, it is necessary to discuss the basis for our individual scores and determine whether any one or more of us can adjust our numbers so that, if challenged, there is greater consensus on the strengths and weaknesses of each proposal.

On Thu, May 11, 2017 at 7:19 PM, Jeff Zarrinnam <Jeff@hollywoodhotel.net> wrote:

Hello Rita

Sorry for my delayed response.

Attached is my evaluations of the RFP's

Vaya con Dios,

Jeff Zarrinnam, C.H.A.

President & CEO

<image001.jpg>

1160 North Vermont Avenue, Hollywood, CA 90029

<image003.jpg> [323-315-1831](tel:323-315-1831)

<image004.png> [323-208-2267](tel:323-208-2267)

Fax [323-315-1872](tel:323-315-1872)

Reservations [800-800-9733](tel:800-800-9733)

<image005.gif> jeff@hollywoodhotel.net

Web www.hollywoodhotel.net

<image017.jpg><image018.jpg><image019.jpg><image020.jpg><image021.jpg><image022.jpg><image023.jpg><image024.jpg><image025.jpg>
<image026.jpg>

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From: Rita Moreno [mailto:rita.moreno@lacity.org]

Sent: Tuesday, May 2, 2017 5:00 PM

To: Larry Neuberg <larryneuberg@nnigroup.com>; Jeff Zarrinnam <jeff@thehollywooddistillery.com>; Ferris Wehbe <ferris@thehollywooddistillery.com>

Cc: Rosemary Hinkson <rosemary.hinkson@lacity.org>

Subject: Re: Hello !!

Hello All:

Attached please find two proposals for consideration. Please review each proposal and complete the attached evaluation form accordingly. Also attached is the RFP for reference.

Please submit your completed evaluation forms by Tuesday of next week (5/09/17). I will then combine our collective scores and provide you with the results. Thereafter, we will schedule the interviews. Let me know if you would like to conduct them somewhere in the proposed BID area, or at City Hall.

Thank you for your time and please let me know if you have any questions or concerns.

Rita

P.S. Please do not discuss the proposals with anyone else as we need to insure the process is confidential until such time as the evaluation and selection process has been completed.

On Tue, May 2, 2017 at 8:00 AM, Rita Moreno <rita.moreno@lacity.org> wrote:

Good Morning All:

I believe we have our evaluaters: Jeff, Ferris and Larry. Rosemary and I will also participate in the evaluation process. I will send the two proposals received and the evaluation tool electronically later today.

Thank you.

Rita

On Mon, May 1, 2017 at 1:43 PM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

Dear Rita,

I would at this step in the process be willing to read, score and provide a written bases for that score as it relates to the proposals, looking forward to hearing back from you and

Thanks,

Larry P. Neuberg

President & CEO

<[image016.jpg](#)>

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6001 Santa Monica Boulevard

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♻️ Please consider the environment before printing this e-mail.

From: Rita Moreno [mailto:rita.moreno@lacity.org]
Sent: Tuesday, April 25, 2017 2:44 PM
To: Larry Neuberger <larryneuberger@nnigroup.com>
Cc: Ferris Wehbe (ferris@thehollywooddistillery.com) <ferris@thehollywooddistillery.com>; Jeff Zarrinam (jeff@thehollywooddistillery.com) <jeff@thehollywooddistillery.com>; Mike Boulos (mike@thehollywooddistillery.com) <mike@thehollywooddistillery.com>
Subject: Re: Hello !!

Hello Larry et al.,

We received two proposals today for the Proposed Hollywood Route 66 BID. The deadline is 4:00 o'clock, after which time I can open the envelopes to review the proposals for completeness, in preparation for the evaluation process.

I need to know who will help evaluate the proposals. It involves reading, scoring and providing a written basis for the score. Let me know who that will be (2-3 people). I will send the proposals electronically as well as the evaluation tool.

Thanks and let me know if there are any questions.

Rita

P.S. If more people want to help in the evaluation process, let me know.

On Tue, Apr 25, 2017 at 2:17 PM, Larry Neuberger <larryneuberger@nnigroup.com> wrote:

Dear Rita,

I was hoping to get an update on the Route 66 BID.....sending you all my best and

Thanks,

Larry P. Neuberger

President & CEO

<image016.jpg>

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Email: larryneuberger@nnigroup.com • Web Site: www.nnigroup.com

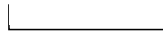
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Fax [\(213\) 978-1130](tel:(213)978-1130)





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[Redacted]

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Fax [\(213\) 978-1130](tel:2139781130)

[Redacted]

[Redacted]

<Civitas Eval - RM 2.pdf>

<Taussig Eval - RM 2.pdf>

<Proposal Rating Sheet - Hollywood Route 66.pdf>

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[Redacted]

[Redacted]

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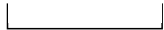
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2 attachments

image030.jpg
1K

image031.jpg
1K

Jeff Zarrinnam <Jeff@hollywoodhotel.net>

Thu, Jun 8, 2017 at 2:17 PM

To: Rita Moreno <rita.moreno@lacity.org>, Larry Neuberg <larryneuberg@nnigroup.com>

Cc: "Gubler, Leron" <Leron@hollywoodchamber.net>, Ferris Wehbe <ferris@thehollywooddistillery.com>, Rosemary Hinkson <rosemary.hinkson@lacity.org>

Rita

Just so I'm clear – only one company can make it on the 14th and not both?

Which company is available on the 14th?

...and both companies are available on the 16th. Correct?

Vaya con Dios,

Jeff Zarrinnam, C.H.A.

President & CEO



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 323-208-2267
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From: Rita Moreno [mailto:rita.moreno@lacity.org]
Sent: Thursday, June 8, 2017 1:05 PM
To: Larry Neuberg <larryneuberg@nnigroup.com>
Cc: Gubler, Leron <Leron@hollywoodchamber.net>; Jeff Zarrinam <Jeff@Hollywoodhotel.net>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>
Subject: Re: Hollywood Route 66 Interviews

Sorry, I misspoke. The dates they are available are June 16 after 3 p.m. and one person can make it after 3 pm on June 14 and 15.

Larry, are you available on the 16th? If not, we should go with the 14th.

On Thu, Jun 8, 2017 at 12:52 PM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

The 15th is not good for me.....13th and 14th are good for me.....if required I can also do the 19th.....but I agree we should button this down as soon as possible.....

Thanks,

Larry P. Neuberg

President & CEO



NEUBERG & NEUBERG IMPORTERS GROUP, INC.

6001 Santa Monica Boulevard

Los Angeles, California 90038-2610 USA

Direct: (323) 769-4861 • Cell: (323) 691-6380 • Fax: (323) 769-4829

Email: larryneuberg@nnigroup.com • Web Site: www.nnigroup.com

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From: Rita Moreno [mailto:rita.moreno@lacity.org]

Sent: Thursday, June 08, 2017 12:17 PM

To: Gubler, Leron <Leron@hollywoodchamber.net>

Cc: Jeff Zarrinam <jeff@hollywoodhotel.net>; Larry Neuberg <larryneuberg@nnigroup.com>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>

Subject: Re: Hollywood Route 66 Interviews

I've checked with the Consultant and they are available on the 13th after 3:00 (it would be 3:15 interview). If needed, one person can be available on the 14th or 15th, but we should try to pin this down as soon as possible.

Larry and Ferris, how are your schedules?

On Thu, Jun 8, 2017 at 7:59 AM, Gubler, Leron <Leron@hollywoodchamber.net> wrote:

I could do 14, 15, or 16 but not the 19th.

Leron



Leron Gubler
President & CEO
Hollywood Chamber of Commerce
6255 Sunset Blvd, Ste 150, Hollywood, Ca 90028
[323-469-8311](tel:323-469-8311) x12

leron@hollywoodchamber.net
www.hollywoodchamber.net | www.walkoffame.com



From: Rita Moreno [mailto:rita.moreno@lacity.org]

Sent: Thursday, June 8, 2017 7:53 AM

To: Jeff Zarrinam <jeff@hollywoodhotel.net>

Cc: Larry Neuberg <larryneuberg@nnigroup.com>; Gubler, Leron <Leron@hollywoodchamber.net>; Ferris Wehbe <ferris@thehollywooddistillery.com>;

Rosemary Hinkson <rosemary.hinkson@lacity.org>

Subject: Re: Hollywood Route 66 Interviews

Any one of those dates and times works for me.

On Wed, Jun 7, 2017 at 7:42 PM, Jeff Zarrinam <Jeff@hollywoodhotel.net> wrote:

Hi Rita

Yes, we would like Civitas at the interview

How about June 14,15,16 or 19 at 3pm?

Vaya con Dios,

Jeff Zarrinam, C.H.A.

President & CEO



1160 North Vermont Avenue, Hollywood, CA 90029



323-315-1831



323-208-2267

Fax [323-315-1872](tel:323-315-1872)
Reservations [800-800-9733](tel:800-800-9733)
✉ jeff@hollywoodhotel.net
Web www.hollywoodhotel.net



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From: Rita Moreno [mailto:rita.moreno@lacity.org]
Sent: Wednesday, June 7, 2017 10:04 AM
To: Larry Neuberg <larryneuberg@nnigroup.com>; Gubler, Leron <Leron@hollywoodchamber.net>; Jeff Zarrinam <Jeff@Hollywoodhotel.net>; Ferris Wehbe <ferris@thehollywooddistillery.com>
Cc: Rosemary Hinkson <rosemary.hinkson@lacity.org>
Subject: Re: Hollywood Route 66 Interviews

Some bad news. Although I let both Consultants know that we would likely be holding the interviews on Tuesday, June 13, after 3:00 p.m., I have just been informed by Civitas that they cannot attend.

I'm disappointed as they did not mention any scheduling problems when I communicated with them. Ordinarily, they would be out of the running at this point. However, I believe you want to interview them, so let me know another date and time that would work for you all.

On Wed, Jun 7, 2017 at 8:46 AM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

Excellent and understood,

Thanks,

Larry P. Neuberg

President & CEO



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From: Rita Moreno [mailto:rita.moreno@lacity.org]
Sent: Wednesday, June 07, 2017 8:23 AM
To: Jeff Zarrinam <Jeff@hollywoodhotel.net>; Gubler, Leron <Leron@hollywoodchamber.net>; Larry Neuberg <larryneuberg@nnigroup.com>; Ferris Wehbe <ferris@thehollywooddistillery.com>
Cc: Rosemary Hinkson <rosemary.hinkson@lacity.org>
Subject: Re: Hollywood Route 66 Interviews

Good Morning Everyone:

I have tentatively scheduled both firms for Tuesday, June 13, 2017, and am about to send confirmation emails.

The schedule is as follows:

3:15 - 1st Consultant
3:45 - Evaluation
4:00 - 2nd Consultant
4:30 - Evaluation

We will review the proposals, questions and get organized between 3:00 and 3:15 so we should strive to be on time.

I look forward to seeing you all again next week.

Rita

On Tue, Jun 6, 2017 at 9:44 AM, Jeff Zarrinam <Jeff@hollywoodhotel.net> wrote:

Yes, in person interviews.

We will meet in Larry's conference room again.

Vaya con Dios,

Jeff Zarrinam, C.H.A.

President & CEO



1160 North Vermont Avenue, Hollywood, CA 90029



323-315-1831



323-208-2267

Fax

323-315-1872

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800-800-9733



jeff@hollywoodhotel.net

Web

www.hollywoodhotel.net



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From: Rita Moreno [mailto:rita.moreno@lacity.org]

Sent: Tuesday, June 6, 2017 9:41 AM

To: Larry Neuberg <larryneuberg@nnigroup.com>; Gubler, Leron <Leron@hollywoodchamber.net>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Jeff Zarrinam <Jeff@Hollywoodhotel.net>

Cc: Rosemary Hinkson <rosemary.hinkson@lacity.org>

Subject: Re: Hollywood Route 66 Interviews

Just want to make sure we're all clear that we are scheduling interviews, not conference calls. We need 2 hours tops. Each interview will be 20-30 minutes plus 15 minutes of deliberations/discussions on each one. Most likely, it will only be 1.5 hours.

On Tue, Jun 6, 2017 at 9:32 AM, Gubler, Leron <Leron@hollywoodchamber.net> wrote:

I now have a short conference call at 2 p.m. on the 13th but am available from 2:30 p.m. on the rest of the afternoon.

Leron



Leron Gubler
President & CEO
Hollywood Chamber of
Commerce
6255 Sunset Blvd, Ste 150,
Hollywood, Ca 90028
323-469-8311 x12

leron@hollywoodchamber.net
www.hollywoodchamber.net |
www.walkoffame.com



From: Rita Moreno [mailto:rita.moreno@lacity.org]
Sent: Tuesday, June 6, 2017 8:14 AM
To: Jeff Zarrinam <jeff@hollywoodhotel.net>
Cc: Larry Neuberg <larryneuberg@nnigroup.com>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>; Gubler, Leron <Leron@hollywoodchamber.net>
Subject: Re: Hollywood Route 66 Conference Call

The 13th can work. I've placed a hold on my calendar and sent it to Rosemary as well.

On Sat, Jun 3, 2017 at 2:21 PM, Jeff Zarrinam <jeff@hollywoodhotel.net> wrote:

How about 6/12 or 6/13 at 3pm?

From: Rita Moreno [mailto:rita.moreno@lacity.org]
Sent: Wednesday, May 31, 2017 2:48 PM
To: Larry Neuberg <larryneuberg@nnigroup.com>
Cc: Jeff Zarrinam <jeff@hollywoodhotel.net>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>; Leron Gubler <leron@hollywoodchamber.net>
Subject: Re: Hollywood Route 66 Conference Call

Rosemary can't make it. Can you give me some more dates and times when you all are available? More than one option will work best.

On Wed, May 31, 2017 at 11:18 AM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

So sorry to hear the sad news, I would be willing to reschedule if necessary.....

Thanks,

Larry P. Neuberg

President & CEO



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Email: larryneuberg@nnigroup.com • Web Site: www.nnigroup.com

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From: Rita Moreno [mailto:rita.moreno@lacity.org]
Sent: Wednesday, May 31, 2017 10:55 AM
To: Larry Neuberg <larryneuberg@nnigroup.com>
Cc: Jeff Zarrinam <Jeff@hollywoodhotel.net>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>; Leron Gubler <leron@hollywoodchamber.net>
Subject: Re: Hollywood Route 66 Conference Call

There was a death in the family and the services are in Simi Valley that day. I may not make it. I'll have to see if Rosemary can participate.

On Tue, May 30, 2017 at 11:48 AM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

I am ok with June the 5th, at 3pm.....

Thanks,

Larry P. Neuberg

President & CEO



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 Please consider the environment before printing this e-mail.

From: Jeff Zarrinam [mailto:Jeff@Hollywoodhotel.net]
Sent: Saturday, May 27, 2017 3:35 PM
To: Rita Moreno <rita.moreno@lacity.org>
Cc: Larry Neuberger <larryneuberger@nnigroup.com>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>; Leron Gubler <leron@hollywoodchamber.net>
Subject: Re: Hollywood Route 66 Conference Call

Ok we are set then

Vaya con Dios,

Jeff Zarrinam
Hotel Director
Hollywood Hotel

Mobile: [323-208-2267](tel:323-208-2267)
Jeff@HollywoodHotel.net

Sent from my iPhone 7

On May 25, 2017, at 3:00 PM, Rita Moreno <rita.moreno@lacity.org> wrote:

That works for us.

On Thu, May 25, 2017 at 10:02 AM, Jeff Zarrinam <Jeff@hollywoodhotel.net> wrote:

How about 3pm on June 5th?

Vaya con Dios,

Jeff Zarrinam
Hotel Director
Hollywood Hotel

Mobile: [323-208-2267](tel:323-208-2267)
Jeff@HollywoodHotel.net

Sent from my iPhone 7

On May 25, 2017, at 12:03 PM, Rita Moreno <rita.moreno@lacity.org> wrote:

Sorry folks, but it looks like we need to reschedule. I didn't realize that my regular day off, Monday the 30th, is Memorial Day, which means that Tuesday becomes my regular day off.

Please let me know which days you all are back in town and available. Sorry for the delay, but either Rosemary or myself need to participate on the panel and we're both off on the 31st.

Thanks.

Rita

On Tue, May 23, 2017 at 2:54 PM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

Correction, please disregard my first email, I can do the 30th in my office.....

Thanks,

Larry P. Neuberg

President & CEO

<image001.jpg>

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From: Jeff Zarrinam [mailto:Jeff@Hollywoodhotel.net]

Sent: Tuesday, May 23, 2017 2:35 PM

To: Rita Moreno <rita.moreno@lacity.org>

Cc: Larry Neuberg <larryneuberg@nnigroup.com>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>

Subject: Re: Hollywood Route 66 Conference Call

Hello Rita

It would have to be on the 30th in the afternoon as Leron and I will be out of town on chamber business on the 31st

Vaya con Dios,

Jeff Zarrinam

Hotel Director

Hollywood Hotel

Mobile: 323-208-2267

Jeff@HollywoodHotel.net

Sent from my iPhone 7

On May 23, 2017, at 1:53 PM, Rita Moreno <rita.moreno@lacity.org> wrote:

Good Morning Everyone:

Attached are my revised evaluation forms and the rating sheet. I am contacting the two Consultants to schedule the interviews. Remember this evaluation process is **confidential**. Please do not discuss/share this with anyone besides yourselves (Larry, Ferris and Jeff), Rosemary and myself.

For the interviews, anyone else who would like to participate can do so. Please remind me whether we are conducting the interviews on the 30th or 31st, and confirm the starting time (after 3:00 p.m.?).

I am making the calls to schedule so please confirm the date, time and who will participate in the interviews that will be held at Larry's business, as soon as possible.

Thanks.

Rita

On Mon, May 15, 2017 at 10:40 AM, Jeff Zarrinam <Jeff@hollywoodhotel.net> wrote:

Rita

Attached is my evaluation for David Taussig & Associates

Vaya con Dios,

Jeff Zarrinam, C.H.A.

President & CEO

<image016.jpg>

1160 North Vermont Avenue, Hollywood, CA 90029

<image002.jpg> [323-315-1831](tel:323-315-1831)

<image003.png> [323-208-2267](tel:323-208-2267)

Fax [323-315-1872](tel:323-315-1872)

Reservations [800-800-9733](tel:800-800-9733)

<image004.gif> jeff@hollywoodhotel.net

Web www.hollywoodhotel.net

<image017.jpg><image018.jpg><image019.jpg><image020.jpg><image021.jpg><image022.jpg><image023.jpg><image024.jpg><image025.jpg>
<image026.jpg>

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From: Rita Moreno [mailto:rita.moreno@lacity.org]
Sent: Friday, May 12, 2017 2:51 PM
To: Jeff Zarrinam <Jeff@Hollywoodhotel.net>

Cc: Larry Neuberg <larryneuberg@nnigroup.com>; leron@hollywoodchamber.net; Mike B <mboulos00@gmail.com>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>
Subject: Re: Hollywood Route 66 Conference Call

Rosemary will not be able to join in. She was out for a couple of weeks and is still trying to catch up, so we should not await her evaluations.

On Fri, May 12, 2017 at 2:39 PM, Jeff Zarrinam <Jeff@hollywoodhotel.net> wrote:

We can set up a conference call dial in #

Await for conference call instructions from Mike Boulos

From: Rita Moreno [mailto:rita.moreno@lacity.org]
Sent: Friday, May 12, 2017 12:13 PM
To: Larry Neuberg <larryneuberg@nnigroup.com>
Cc: Jeff Zarrinam <Jeff@Hollywoodhotel.net>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>
Subject: Re: Hello !!

Both Rosemary and I are out that day (we're on a 9/80 schedule), but I'm willing to call in for this discussion. Do any of you have a phone system to connect us all?

On Fri, May 12, 2017 at 10:38 AM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

That time would work for me.....

Thanks,

Larry P. Neuberg

President & CEO

<image015.jpg>

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From: Jeff Zarrinnam [mailto:Jeff@Hollywoodhotel.net]
Sent: Friday, May 12, 2017 10:29 AM
To: Ferris Wehbe <ferris@thehollywooddistillery.com>
Cc: Rita Moreno <rita.moreno@lacity.org>; Larry Neuberg <larryneuberg@nnigroup.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>
Subject: Re: Hello !!

That time is good for me

Vaya con Dios,

Jeff Zarrinnam
Hotel Director
Hollywood Hotel

Mobile: [323-208-2267](tel:323-208-2267)
Jeff@HollywoodHotel.net

Sent from my iPhone 7

On May 12, 2017, at 10:27 AM, Ferris Wehbe <ferris@thehollywooddistillery.com> wrote:
Can we do a conference call on May 15 anytime after 10 am

Ferris Wehbe
Hooch Master
www.thehollywooddistillery.com
www.ferriswehbe.org
<http://www.lacedars.org/>
323-465-6591 office
323-573-8940 cell

From: Rita Moreno <rita.moreno@lacity.org>

Sent: Friday, May 12, 2017 8:15:38 AM
To: Jeff Zarrinnam
Cc: Larry Neuberg; Ferris Wehbe; Rosemary Hinkson
Subject: Re: Hello !!

Thanks, Jeff. Well wait for Rosemary's scores, but it looks like we'll need to schedule a conference call for the group. When scores differ by such a high margin, it is necessary to discuss the basis for our individual scores and determine whether any one or more of us can adjust our numbers so that, if challenged, there is greater consensus on the strengths and weaknesses of each proposal.

On Thu, May 11, 2017 at 7:19 PM, Jeff Zarrinnam <Jeff@hollywoodhotel.net> wrote:

Hello Rita

Sorry for my delayed response.

Attached is my evaluations of the RFP's

Vaya con Dios,

Jeff Zarrinnam, C.H.A.
President & CEO

<image001.jpg>

1160 North Vermont Avenue, Hollywood, CA 90029

<image003.jpg> [323-315-1831](tel:323-315-1831)

<image004.png> [323-208-2267](tel:323-208-2267)

Fax [323-315-1872](tel:323-315-1872)

Reservations [800-800-9733](tel:800-800-9733)

<image005.gif> jeff@hollywoodhotel.net

Web www.hollywoodhotel.net

<image017.jpg><image018.jpg><image019.jpg><image020.jpg><image021.jpg><image022.jpg><image023.jpg><image024.jpg><image025.jpg>
<image026.jpg>

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From: Rita Moreno [mailto:rita.moreno@lacity.org]

Sent: Tuesday, May 2, 2017 5:00 PM

To: Larry Neuberg <larryneuberg@nnigroup.com>; Jeff Zarrinam <jeff@thehollywooddistillery.com>; Ferris Wehbe <ferris@thehollywooddistillery.com>

Cc: Rosemary Hinkson <rosemary.hinkson@lacity.org>

Subject: Re: Hello !!

Hello All:

Attached please find two proposals for consideration. Please review each proposal and complete the attached evaluation form accordingly. Also attached is the RFP for reference.

Please submit your completed evaluation forms by Tuesday of next week (5/09/17). I will then combine our collective scores and provide you with the results. Thereafter, we will schedule the interviews. Let me know if you would like to conduct them somewhere in the proposed BID area, or at City Hall.

Thank you for your time and please let me know if you have any questions or concerns.

Rita

P.S. Please do not discuss the proposals with anyone else as we need to insure the process is confidential until such time as the evaluation and selection process has been completed.

On Tue, May 2, 2017 at 8:00 AM, Rita Moreno <rita.moreno@lacity.org> wrote:

Good Morning All:

I believe we have our evaluaters: Jeff, Ferris and Larry. Rosemary and I will also participate in the evaluation process. I will send the two proposals received and the evaluation tool electronically later today.

Thank you.

Rita

On Mon, May 1, 2017 at 1:43 PM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

Dear Rita,

I would at this step in the process be willing to read, score and provide a written bases for that score as it relates to the proposals, looking forward to hearing back from you and

Thanks,

Larry P. Neuberg

President & CEO

<image016.jpg>

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 Please consider the environment before printing this e-mail.

From: Rita Moreno [mailto:rita.moreno@lacity.org]

Sent: Tuesday, April 25, 2017 2:44 PM

To: Larry Neuberg <larryneuberg@nnigroup.com>

Cc: Ferris Wehbe (ferris@thehollywooddistillery.com) <ferris@thehollywooddistillery.com>; Jeff Zarrinnam (jeff@thehollywooddistillery.com) <jeff@thehollywooddistillery.com>; Mike Boulos (mike@thehollywooddistillery.com) <mike@thehollywooddistillery.com>

Subject: Re: Hello !!

Hello Larry et al.,

We received two proposals today for the Proposed Hollywood Route 66 BID. The deadline is 4:00 o'clock, after which time I can open the envelopes to review the proposals for completeness, in preparation for the evaluation process.

I need to know who will help evaluate the proposals. It involves reading, scoring and providing a written basis for the score. Let me know who that will be (2-3 people). I will send the proposals electronically as well as the evaluation tool.

Thanks and let me know if there are any questions.

Rita

P.S. If more people want to help in the evaluation process, let me know.

On Tue, Apr 25, 2017 at 2:17 PM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

Dear Rita,

I was hoping to get an update on the Route 66 BID.....sending you all my best and

Thanks,

Larry P. Neuberg

President & CEO

<[image016.jpg](#)>

NEUBERG & NEUBERG IMPORTERS GROUP, INC.

6001 Santa Monica Boulevard

Los Angeles, California 90038-2610 USA

Direct: (323) 769-4861 • Cell: (323) 691-6380 • Fax: (323) 769-4829

Email: larryneuberg@nnigroup.com • Web Site: www.nnigroup.com

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Neighborhood and Business Improvement District Division

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Los Angeles, CA 90012

Office (213) 978-1122

Fax (213) 978-1130

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[Redacted]

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[Redacted]

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[Redacted]

<Civitas Eval - RM 2.pdf>

<Taussig Eval - RM 2.pdf>

<Proposal Rating Sheet - Hollywood Route 66.pdf>

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[Redacted]

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[Redacted]

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[Redacted]

[Redacted]

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[Redacted]

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2 attachments

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1K

Rita Moreno <rita.moreno@lacity.org>

Thu, Jun 8, 2017 at 2:23 PM

To: Jeff Zarrinam <Jeff@hollywoodhotel.net>

Cc: Larry Neuberg <larryneuberg@nnigroup.com>, "Gubler, Leron" <Leron@hollywoodchamber.net>, Ferris Wehbe <ferris@thehollywooddistillery.com>, Rosemary Hinkson <rosemary.hinkson@lacity.org>

We had set June 12th for interviews. Although I asked both companies to hold the date, one confirmed and the other said they could not make. Consequently, we are holding an interview for Taussig on the 12th and for Civitas on the 14th.

On Thu, Jun 8, 2017 at 2:17 PM, Jeff Zarrinam <Jeff@hollywoodhotel.net> wrote:

Rita

Just so I'm clear – only one company can make it on the 14th and not both?

Which company is available on the 14th?

...and both companies are available on the 16th. Correct?

Vaya con Dios,

Jeff Zarrinam, C.H.A.

President & CEO



1160 North Vermont Avenue, Hollywood, CA 90029



323-315-1831



323-208-2267

Fax

323-315-1872

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From: Rita Moreno [mailto:rita.moreno@lacity.org]

Sent: Thursday, June 8, 2017 1:05 PM

To: Larry Neuberg <larryneuberg@nnigroup.com>

Cc: Gubler, Leron <Leron@hollywoodchamber.net>; Jeff Zarrinam <Jeff@Hollywoodhotel.net>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>

Subject: Re: Hollywood Route 66 Interviews

Sorry, I misspoke. The dates they are available are June 16 after 3 p.m. and one person can make it after 3 pm on June 14 and 15.

Larry, are you available on the 16th? If not, we should go with the 14th.

On Thu, Jun 8, 2017 at 12:52 PM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

The 15th is not good for me.....13th and 14th are good for me.....if required I can also do the 19th.....but I agree we should button this down as soon as possible.....

Thanks,

Larry P. Neuberg

President & CEO



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From: Rita Moreno [mailto:rita.moreno@lacity.org]

Sent: Thursday, June 08, 2017 12:17 PM

To: Gubler, Leron <Leron@hollywoodchamber.net>
Cc: Jeff Zarrinam <jeff@hollywoodhotel.net>; Larry Neuberg <larryneuberg@nnigroup.com>; Ferris Wehbe <ferris@thehollywooddistillery.com>;
Rosemary Hinkson <rosemary.hinkson@lacity.org>
Subject: Re: Hollywood Route 66 Interviews

I've checked with the Consultant and they are available on the 13th after 3:00 (it would be 3:15 interview). If needed, one person can be available on the 14th or 15th, but we should try to pin this down as soon as possible.

Larry and Ferris, how are your schedules?

On Thu, Jun 8, 2017 at 7:59 AM, Gubler, Leron <Leron@hollywoodchamber.net> wrote:

I could do 14, 15, or 16 but not the 19th.

Leron



Leron Gubler
President & CEO
Hollywood Chamber of Commerce
6255 Sunset Blvd, Ste 150, Hollywood, Ca 90028
323-469-8311 x12

leron@hollywoodchamber.net
www.hollywoodchamber.net | www.walkoffame.com



From: Rita Moreno [<mailto:rita.moreno@lacity.org>]
Sent: Thursday, June 8, 2017 7:53 AM
To: Jeff Zarrinam <jeff@hollywoodhotel.net>
Cc: Larry Neuberg <larryneuberg@nnigroup.com>; Gubler, Leron <Leron@hollywoodchamber.net>; Ferris Wehbe <ferris@thehollywooddistillery.com>;
Rosemary Hinkson <rosemary.hinkson@lacity.org>
Subject: Re: Hollywood Route 66 Interviews

Any one of those dates and times works for me.

On Wed, Jun 7, 2017 at 7:42 PM, Jeff Zarrinam <Jeff@hollywoodhotel.net> wrote:

Hi Rita

Yes, we would like Civitas at the interview

How about June 14,15,16 or 19 at 3pm?

Vaya con Dios,

Jeff Zarrinnam, C.H.A.

President & CEO



1160 North Vermont Avenue, Hollywood, CA 90029



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jeff@hollywoodhotel.net

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Please consider the environment before printing this e-mail.

From: Rita Moreno [mailto:rita.moreno@lacity.org]

Sent: Wednesday, June 7, 2017 10:04 AM

To: Larry Neuberg <larryneuberg@nnigroup.com>; Gubler, Leron <Leron@hollywoodchamber.net>; Jeff Zarrinnam <Jeff@Hollywoodhotel.net>; Ferris Wehbe <ferris@thehollywooddistillery.com>

Cc: Rosemary Hinkson <rosemary.hinkson@lacity.org>

Subject: Re: Hollywood Route 66 Interviews

Some bad news. Although I let both Consultants know that we would likely be holding the interviews on Tuesday, June 13, after 3:00 p.m., I have just been informed by Civitas that they cannot attend.

I'm disappointed as they did not mention any scheduling problems when I communicated with them. Ordinarily, they would be out of the running at this point. However, I believe you want to interview them, so let me know another date and time that would work for you all.

On Wed, Jun 7, 2017 at 8:46 AM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

Excellent and understood,

Thanks,

Larry P. Neuberg

President & CEO



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From: Rita Moreno [mailto:rita.moreno@lacity.org]

Sent: Wednesday, June 07, 2017 8:23 AM

To: Jeff Zarrinam <Jeff@hollywoodhotel.net>; Gubler, Leron <Leron@hollywoodchamber.net>; Larry Neuberg <larryneuberg@nnigroup.com>; Ferris Wehbe <ferris@thehollywooddistillery.com>

Cc: Rosemary Hinkson <rosemary.hinkson@lacity.org>

Subject: Re: Hollywood Route 66 Interviews

Good Morning Everyone:

I have tentatively scheduled both firms for Tuesday, June 13, 2017, and am about to send confirmation emails.

The schedule is as follows:

3:15 - 1st Consultant

3:45 - Evaluation

4:00 - 2nd Consultant

4:30 - Evaluation

We will review the proposals, questions and get organized between 3:00 and 3:15 so we should strive to be on time.

I look forward to seeing you all again next week.

Rita

On Tue, Jun 6, 2017 at 9:44 AM, Jeff Zarrinam <Jeff@hollywoodhotel.net> wrote:

Yes, in person interviews.

We will meet in Larry's conference room again.

Vaya con Dios,

Jeff Zarrinam, C.H.A.

President & CEO



1160 North Vermont Avenue, Hollywood, CA 90029



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[323-208-2267](tel:323-208-2267)

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From: Rita Moreno [mailto:rita.moreno@lacity.org]

Sent: Tuesday, June 6, 2017 9:41 AM

To: Larry Neuberg <larryneuberg@nnigroup.com>; Gubler, Leron <Leron@hollywoodchamber.net>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Jeff Zarrinam <Jeff@Hollywoodhotel.net>

Cc: Rosemary Hinkson <rosemary.hinkson@lacity.org>

Subject: Re: Hollywood Route 66 Interviews

Just want to make sure we're all clear that we are scheduling interviews, not conference calls. We need 2 hours tops. Each interview will be 20-30 minutes plus 15 minutes of deliberations/discussions on each one. Most likely, it will only be 1.5 hours.

On Tue, Jun 6, 2017 at 9:32 AM, Gubler, Leron <Leron@hollywoodchamber.net> wrote:

I now have a short conference call at 2 p.m. on the 13th but am available from 2:30 p.m. on the rest of the afternoon.

Leron



Leron Gubler
President & CEO
Hollywood Chamber of
Commerce
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323-469-8311 x12

leron@hollywoodchamber.net
www.hollywoodchamber.net |
www.walkoffame.com



From: Rita Moreno [mailto:rita.moreno@lacity.org]
Sent: Tuesday, June 6, 2017 8:14 AM
To: Jeff Zarrinam <jeff@hollywoodhotel.net>
Cc: Larry Neuberg <larryneuberg@nnigroup.com>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>; Gubler, Leron <Leron@hollywoodchamber.net>
Subject: Re: Hollywood Route 66 Conference Call

The 13th can work. I've placed a hold on my calendar and sent it to Rosemary as well.

On Sat, Jun 3, 2017 at 2:21 PM, Jeff Zarrinam <Jeff@hollywoodhotel.net> wrote:

How about 6/12 or 6/13 at 3pm?

From: Rita Moreno [mailto:rita.moreno@lacity.org]
Sent: Wednesday, May 31, 2017 2:48 PM
To: Larry Neuberg <larryneuberg@nnigroup.com>
Cc: Jeff Zarrinam <Jeff@Hollywoodhotel.net>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>; Leron Gubler <leron@hollywoodchamber.net>
Subject: Re: Hollywood Route 66 Conference Call

Rosemary can't make it. Can you give me some more dates and times when you all are available? More than one option will work best.

On Wed, May 31, 2017 at 11:18 AM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

So sorry to hear the sad news, I would be willing to reschedule if necessary.....

Thanks,

Larry P. Neuberg

President & CEO



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From: Rita Moreno [mailto:rita.moreno@lacity.org]

Sent: Wednesday, May 31, 2017 10:55 AM

To: Larry Neuberg <larryneuberg@nnigroup.com>

Cc: Jeff Zarrinam <Jeff@hollywoodhotel.net>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>; Leron Gubler <leron@hollywoodchamber.net>

Subject: Re: Hollywood Route 66 Conference Call

There was a death in the family and the services are in Simi Valley that day. I may not make it. I'll have to see if Rosemary can participate.

On Tue, May 30, 2017 at 11:48 AM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

I am ok with June the 5th, at 3pm.....

Thanks,

Larry P. Neuberg

President & CEO



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From: Jeff Zarrinnam [mailto:Jeff@Hollywoodhotel.net]

Sent: Saturday, May 27, 2017 3:35 PM

To: Rita Moreno <rita.moreno@lacity.org>

Cc: Larry Neuberg <larryneuberg@nnigroup.com>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>; Leron Gubler <leron@hollywoodchamber.net>

Subject: Re: Hollywood Route 66 Conference Call

Ok we are set then

Vaya con Dios,

Jeff Zarrinnam

Hotel Director

Hollywood Hotel

Mobile: 323-208-2267

Jeff@HollywoodHotel.net

Sent from my iPhone 7

On May 25, 2017, at 3:00 PM, Rita Moreno <rita.moreno@lacity.org> wrote:

That works for us.

On Thu, May 25, 2017 at 10:02 AM, Jeff Zarrinnam <Jeff@hollywoodhotel.net> wrote:

How about 3pm on June 5th?

Vaya con Dios,

Jeff Zarrinnam

Hotel Director

Hollywood Hotel

Mobile: 323-208-2267

Jeff@HollywoodHotel.net

Sent from my iPhone 7

On May 25, 2017, at 12:03 PM, Rita Moreno <rita.moreno@lacity.org> wrote:

Sorry folks, but it looks like we need to reschedule. I didn't realize that my regular day off, Monday the 30th, is Memorial Day, which means that Tuesday becomes my regular day off.

Please let me know which days you all are back in town and available. Sorry for the delay, but either Rosemary or myself need to participate on the panel and we're both off on the 31st.

Thanks.

Rita

On Tue, May 23, 2017 at 2:54 PM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

Correction, please disregard my first email, I can do the 30th in my office.....

Thanks,

Larry P. Neuberg

President & CEO

<image001.jpg>

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From: Jeff Zarrinam [mailto:Jeff@Hollywoodhotel.net]

Sent: Tuesday, May 23, 2017 2:35 PM

To: Rita Moreno <rita.moreno@lacity.org>

Cc: Larry Neuberg <larryneuberg@nnigroup.com>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>

Subject: Re: Hollywood Route 66 Conference Call

Hello Rita

It would have to be on the 30th in the afternoon as Leron and I will be out of town on chamber business on the 31st

Vaya con Dios,

Jeff Zarrinam

Hotel Director

Hollywood Hotel

Mobile: [323-208-2267](tel:323-208-2267)

Jeff@HollywoodHotel.net

Sent from my iPhone 7

On May 23, 2017, at 1:53 PM, Rita Moreno <rita.moreno@lacity.org> wrote:

Good Morning Everyone:

Attached are my revised evaluation forms and the rating sheet. I am contacting the two Consultants to schedule the interviews. Remember this evaluation process is **confidential**. Please do not discuss/share this with anyone besides yourselves (Larry, Ferris and Jeff), Rosemary and myself.

For the interviews, anyone else who would like to participate can do so. Please remind me whether we are conducting the interviews on the 30th or 31st, and confirm the starting time (after 3:00 p.m.?).

I am making the calls to schedule so please confirm the date, time and who will participate in the interviews that will be held at Larry's business, as soon as possible.

Thanks.

Rita

On Mon, May 15, 2017 at 10:40 AM, Jeff Zarrinam <Jeff@hollywoodhotel.net> wrote:

Rita

Attached is my evaluation for David Taussig & Associates

Vaya con Dios,

Jeff Zarrinam, C.H.A.

President & CEO

<image016.jpg>

1160 North Vermont Avenue, Hollywood, CA 90029

<image002.jpg> [323-315-1831](tel:323-315-1831)

<image003.png> [323-208-2267](tel:323-208-2267)

Fax [323-315-1872](tel:323-315-1872)

Reservations [800-800-9733](tel:800-800-9733)

<image004.gif> jeff@hollywoodhotel.net

Web www.hollywoodhotel.net

<image017.jpg><image018.jpg><image019.jpg><image020.jpg><image021.jpg><image022.jpg><image023.jpg><image024.jpg><image025.jpg>
<image026.jpg>

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From: Rita Moreno [mailto:rita.moreno@lacity.org]
Sent: Friday, May 12, 2017 2:51 PM
To: Jeff Zarrinam <Jeff@Hollywoodhotel.net>
Cc: Larry Neuberg <larryneuberg@nnigroup.com>; leron@hollywoodchamber.net; Mike B <mboulos00@gmail.com>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>
Subject: Re: Hollywood Route 66 Conference Call

Rosemary will not be able to join in. She was out for a couple of weeks and is still trying to catch up, so we should not await her evaluations.

On Fri, May 12, 2017 at 2:39 PM, Jeff Zarrinam <Jeff@hollywoodhotel.net> wrote:

We can set up a conference call dial in #

Await for conference call instructions from Mike Boulos

From: Rita Moreno [mailto:rita.moreno@lacity.org]
Sent: Friday, May 12, 2017 12:13 PM
To: Larry Neuberg <larryneuberg@nnigroup.com>
Cc: Jeff Zarrinam <Jeff@Hollywoodhotel.net>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>
Subject: Re: Hello !!

Both Rosemary and I are out that day (we're on a 9/80 schedule), but I'm willing to call in for this discussion. Do any of you have a phone system to connect us all?

On Fri, May 12, 2017 at 10:38 AM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

That time would work for me.....

Thanks,

Larry P. Neuberg

President & CEO

<image015.jpg>

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6001 Santa Monica Boulevard

Los Angeles, California 90038-2610 USA

Direct: (323) 769-4861 • Cell: (323) 691-6380 • Fax: (323) 769-4829

Email: larryneuberg@nnigroup.com • Web Site: www.nnigroup.com

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 Please consider the environment before printing this e-mail.

From: Jeff Zarrinam [mailto:Jeff@Hollywoodhotel.net]

Sent: Friday, May 12, 2017 10:29 AM

To: Ferris Wehbe <ferris@thehollywooddistillery.com>

Cc: Rita Moreno <rita.moreno@lacity.org>; Larry Neuberg <larryneuberg@nnigroup.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>

Subject: Re: Hello !!

That time is good for me

Vaya con Dios,

Jeff Zarrinam

Hotel Director

Hollywood Hotel

Mobile: [323-208-2267](tel:323-208-2267)

Jeff@HollywoodHotel.net

Sent from my iPhone 7

On May 12, 2017, at 10:27 AM, Ferris Wehbe <ferris@thehollywooddistillery.com> wrote:

Can we do a conference call on May 15 anytime after 10 am

Ferris Wehbe

Hooch Master

www.thehollywooddistillery.com

www.ferriswehbe.org

<http://www.lacedars.org/>

323-465-6591 office

323-573-8940 cell

From: Rita Moreno <rita.moreno@lacity.org>

Sent: Friday, May 12, 2017 8:15:38 AM

To: Jeff Zarrinam

Cc: Larry Neuberg; Ferris Wehbe; Rosemary Hinkson

Subject: Re: Hello !!

Thanks, Jeff. Well wait for Rosemary's scores, but it looks like we'll need to schedule a conference call for the group. When scores differ by such a high margin, it is necessary to discuss the basis for our individual scores and determine whether any one or more of us can adjust our numbers so that, if challenged, there is greater consensus on the strengths and weaknesses of each proposal.

On Thu, May 11, 2017 at 7:19 PM, Jeff Zarrinam <Jeff@hollywoodhotel.net> wrote:

Hello Rita

Sorry for my delayed response.

Attached is my evaluations of the RFP's

Vaya con Dios,

Jeff Zarrinnam, C.H.A.

President & CEO

<image001.jpg>

1160 North Vermont Avenue, Hollywood, CA 90029

<image003.jpg> [323-315-1831](tel:323-315-1831)

<image004.png> [323-208-2267](tel:323-208-2267)

Fax [323-315-1872](tel:323-315-1872)

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<image005.gif> jeff@hollywoodhotel.net

Web www.hollywoodhotel.net

<image017.jpg><image018.jpg><image019.jpg><image020.jpg><image021.jpg><image022.jpg><image023.jpg><image024.jpg><image025.jpg>
<image026.jpg>

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From: Rita Moreno [mailto:rita.moreno@lacity.org]

Sent: Tuesday, May 2, 2017 5:00 PM

To: Larry Neuberg <larryneuberg@nnigroup.com>; Jeff Zarrinnam <jeff@thehollywooddistillery.com>; Ferris Wehbe <ferris@thehollywooddistillery.com>

Cc: Rosemary Hinkson <rosemary.hinkson@lacity.org>

Subject: Re: Hello !!

Hello All:

Attached please find two proposals for consideration. Please review each proposal and complete the attached evaluation form accordingly. Also attached is the RFP for reference.

Please submit your completed evaluation forms by Tuesday of next week (5/09/17). I will then combine our collective scores and provide you with the results. Thereafter, we will schedule the interviews. Let me know if you would like to conduct them somewhere in the proposed BID area, or at City Hall.

Thank you for your time and please let me know if you have any questions or concerns.

Rita

P.S. Please do not discuss the proposals with anyone else as we need to insure the process is confidential until such time as the evaluation and selection process has been completed.

On Tue, May 2, 2017 at 8:00 AM, Rita Moreno <rita.moreno@lacity.org> wrote:

Good Morning All:

I believe we have our evaluaters: Jeff, Ferris and Larry. Rosemary and I will also participate in the evaluation process. I will send the two proposals received and the evaluation tool electronically later today.

Thank you.

Rita

On Mon, May 1, 2017 at 1:43 PM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

Dear Rita,

I would at this step in the process be willing to read, score and provide a written bases for that score as it relates to the proposals, looking forward to hearing back from you and

Thanks,

Larry P. Neuberg

President & CEO

<image016.jpg>

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6001 Santa Monica Boulevard

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Direct: (323) 769-4861 • Cell: (323) 691-6380 • Fax: (323) 769-4829

Email: larryneuberg@nnigroup.com • Web Site: www.nnigroup.com

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From: Rita Moreno [mailto:rita.moreno@lacity.org]

Sent: Tuesday, April 25, 2017 2:44 PM

To: Larry Neuberg <larryneuberg@nnigroup.com>

Cc: Ferris Vehbe (ferris@thehollywooddistillery.com) <ferris@thehollywooddistillery.com>; Jeff Zarrinam (jeff@thehollywooddistillery.com) <jeff@thehollywooddistillery.com>; Mike Boulos (mike@thehollywooddistillery.com) <mike@thehollywooddistillery.com>

Subject: Re: Hello !!

Hello Larry et al.,

We received two proposals today for the Proposed Hollywood Route 66 BID. The deadline is 4:00 o'clock, after which time I can open the envelopes to review the proposals for completeness, in preparation for the evaluation process.

I need to know who will help evaluate the proposals. It involves reading, scoring and providing a written basis for the score. Let me know who that will be (2-3 people). I will send the proposals electronically as well as the evaluation tool.

Thanks and let me know if there are any questions.

Rita

P.S. If more people want to help in the evaluation process, let me know.

On Tue, Apr 25, 2017 at 2:17 PM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

Dear Rita,

I was hoping to get an update on the Route 66 BID.....sending you all my best and

Thanks,

Larry P. Neuberg

President & CEO

<image016.jpg>

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Los Angeles, California 90038-2610 USA

Direct: (323) 769-4861 • Cell: (323) 691-6380 • Fax: (323) 769-4829

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City of Los Angeles
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Neighborhood and Business Improvement District Division
200 N. Spring Street, 2nd Floor #237
Los Angeles, CA 90012
Office [\(213\) 978-1122](tel:(213)978-1122)
Fax [\(213\) 978-1130](tel:(213)978-1130)

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[Redacted]

 [Image removed by sender.](#)

<Civitas Eval - RM 2.pdf>

<Taussig Eval - RM 2.pdf>

<Proposal Rating Sheet - Hollywood Route 66.pdf>

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[Redacted]

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2 attachments

image073.jpg
1K

image072.jpg
1K

Rita Moreno <rita.moreno@lacity.org> Thu, Jun 8, 2017 at 2:28 PM
To: Jeff Zarrinam <Jeff@hollywoodhotel.net>
Cc: Larry Neuberg <larryneuberg@nnigroup.com>, "Gubler, Leron" <Leron@hollywoodchamber.net>, Ferris Wehbe <ferris@thehollywooddistillery.com>, Rosemary Hinkson <rosemary.hinkson@lacity.org>

Can't seem to get my dates right today...we are scheduled with Taussig on the 13th and with Civitas on the 14th.

On Thu, Jun 8, 2017 at 2:23 PM, Rita Moreno <rita.moreno@lacity.org> wrote:

We had set June 12th for interviews. Although I asked both companies to hold the date, one confirmed and the other said they could not make. Consequently, we are holding an interview for Taussig on the 12th and for Civitas on the 14th.

On Thu, Jun 8, 2017 at 2:17 PM, Jeff Zarrinam <Jeff@hollywoodhotel.net> wrote:

Rita

Just so I'm clear – only one company can make it on the 14th and not both?

Which company is available on the 14th?

...and both companies are available on the 16th. Correct?

Vaya con Dios,

Jeff Zarrinam, C.H.A.

President & CEO



1160 North Vermont Avenue, Hollywood, CA 90029



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323-208-2267

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From: Rita Moreno [mailto:rita.moreno@lacity.org]
Sent: Thursday, June 8, 2017 1:05 PM
To: Larry Neuberg <larryneuberg@nnigroup.com>
Cc: Gubler, Leron <Leron@hollywoodchamber.net>; Jeff Zarrinam <Jeff@Hollywoodhotel.net>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>
Subject: Re: Hollywood Route 66 Interviews

Sorry, I misspoke. The dates they are available are June 16 after 3 p.m. and one person can make it after 3 pm on June 14 and 15.

Larry, are you available on the 16th? If not, we should go with the 14th.

On Thu, Jun 8, 2017 at 12:52 PM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

The 15th is not good for me.....13th and 14th are good for me.....if required I can also do the 19thbut I agree we should button this down as soon as possible.....

Thanks,

Larry P. Neuberg

President & CEO



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From: Rita Moreno [mailto:rita.moreno@lacity.org]

Sent: Thursday, June 08, 2017 12:17 PM

To: Gubler, Leron <Leron@hollywoodchamber.net>

Cc: Jeff Zarrinam <jeff@hollywoodhotel.net>; Larry Neuberg <larryneuberg@nnigroup.com>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>

Subject: Re: Hollywood Route 66 Interviews

I've checked with the Consultant and they are available on the 13th after 3:00 (it would be 3:15 interview). If needed, one person can be available on the 14th or 15th, but we should try to pin this down as soon as possible.

Larry and Ferris, how are your schedules?

On Thu, Jun 8, 2017 at 7:59 AM, Gubler, Leron <Leron@hollywoodchamber.net> wrote:

I could do 14, 15, or 16 but not the 19th.

Leron



Leron Gubler
President & CEO
Hollywood Chamber of Commerce
6255 Sunset Blvd, Ste 150, Hollywood, Ca 90028
323-469-8311 x12

leron@hollywoodchamber.net
www.hollywoodchamber.net | www.walkoffame.com



From: Rita Moreno [mailto:rita.moreno@lacity.org]
Sent: Thursday, June 8, 2017 7:53 AM
To: Jeff Zarrinnam <jeff@hollywoodhotel.net>
Cc: Larry Neuberg <larryneuberg@nnigroup.com>; Gubler, Leron <Leron@hollywoodchamber.net>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>
Subject: Re: Hollywood Route 66 Interviews

Any one of those dates and times works for me.

On Wed, Jun 7, 2017 at 7:42 PM, Jeff Zarrinnam <Jeff@hollywoodhotel.net> wrote:

Hi Rita

Yes, we would like Civitas at the interview

How about June 14,15,16 or 19 at 3pm?

Vaya con Dios,

Jeff Zarrinnam, C.H.A.

President & CEO



1160 North Vermont Avenue, Hollywood, CA 90029

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 [323-208-2267](tel:323-208-2267)

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From: Rita Moreno [mailto:rita.moreno@lacity.org]
Sent: Wednesday, June 7, 2017 10:04 AM
To: Larry Neuberg <larryneuberg@nnigroup.com>; Gubler, Leron <Leron@hollywoodchamber.net>; Jeff Zarrinnam <Jeff@Hollywoodhotel.net>; Ferris Wehbe <ferris@thehollywooddistillery.com>

Cc: Rosemary Hinkson <rosemary.hinkson@lacity.org>
Subject: Re: Hollywood Route 66 Interviews

Some bad news. Although I let both Consultants know that we would likely be holding the interviews on Tuesday, June 13, after 3:00 p.m., I have just been informed by Civitas that they cannot attend.

I'm disappointed as they did not mention any scheduling problems when I communicated with them. Ordinarily, they would be out of the running at this point. However, I believe you want to interview them, so let me know another date and time that would work for you all.

On Wed, Jun 7, 2017 at 8:46 AM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

Excellent and understood,

Thanks,

Larry P. Neuberg

President & CEO



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From: Rita Moreno [mailto:rita.moreno@lacity.org]
Sent: Wednesday, June 07, 2017 8:23 AM
To: Jeff Zarrinam <Jeff@hollywoodhotel.net>; Gubler, Leron <Leron@hollywoodchamber.net>; Larry Neuberg <larryneuberg@nnigroup.com>; Ferris Wehbe <ferris@thehollywooddistillery.com>
Cc: Rosemary Hinkson <rosemary.hinkson@lacity.org>
Subject: Re: Hollywood Route 66 Interviews

Good Morning Everyone:

I have tentatively scheduled both firms for Tuesday, June 13, 2017, and am about to send confirmation emails.

The schedule is as follows:

3:15 - 1st Consultant

3:45 - Evaluation

4:00 - 2nd Consultant

4:30 - Evaluation

We will review the proposals, questions and get organized between 3:00 and 3:15 so we should strive to be on time.

I look forward to seeing you all again next week.

Rita

On Tue, Jun 6, 2017 at 9:44 AM, Jeff Zarrinam <Jeff@hollywoodhotel.net> wrote:

Yes, in person interviews.

We will meet in Larry's conference room again.

Vaya con Dios,

Jeff Zarrinam, C.H.A.

President & CEO



1160 North Vermont Avenue, Hollywood, CA 90029

 [323-315-1831](tel:323-315-1831)

 [323-208-2267](tel:323-208-2267)

Fax [323-315-1872](tel:323-315-1872)

Reservations [800-800-9733](tel:800-800-9733)

 jeff@hollywoodhotel.net

Web www.hollywoodhotel.net



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From: Rita Moreno [mailto:rita.moreno@lacity.org]

Sent: Tuesday, June 6, 2017 9:41 AM

To: Larry Neuberg <larryneuberg@nnigroup.com>; Gubler, Leron <Leron@hollywoodchamber.net>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Jeff Zarrinam <Jeff@Hollywoodhotel.net>

Cc: Rosemary Hinkson <rosemary.hinkson@lacity.org>

Subject: Re: Hollywood Route 66 Interviews

Just want to make sure we're all clear that we are scheduling interviews, not conference calls. We need 2 hours tops. Each interview will be 20-30 minutes plus 15 minutes of deliberations/discussions on each one. Most likely, it will only be 1.5 hours.

On Tue, Jun 6, 2017 at 9:32 AM, Gubler, Leron <Leron@hollywoodchamber.net> wrote:

I now have a short conference call at 2 p.m. on the 13th but am available from 2:30 p.m. on the rest of the afternoon.

LEron



cid:image004.png@01D298E2.1F177EB0

Leron Gubler

President & CEO

Hollywood Chamber of
Commerce

6255 Sunset Blvd, Ste 150,

Hollywood, Ca 90028

323-469-8311 x12

leron@hollywoodchamber.net

www.hollywoodchamber.net |

www.walkoffame.com



From: Rita Moreno [mailto:rita.moreno@lacity.org]

Sent: Tuesday, June 6, 2017 8:14 AM

To: Jeff Zarrinam <jeff@hollywoodhotel.net>

Cc: Larry Neuberg <larryneuberg@nnigroup.com>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>; Gubler, Leron <Leron@hollywoodchamber.net>

Subject: Re: Hollywood Route 66 Conference Call

The 13th can work. I've placed a hold on my calendar and sent it to Rosemary as well.

On Sat, Jun 3, 2017 at 2:21 PM, Jeff Zarrinam <Jeff@hollywoodhotel.net> wrote:

How about 6/12 or 6/13 at 3pm?

From: Rita Moreno [<mailto:rita.moreno@lacity.org>]
Sent: Wednesday, May 31, 2017 2:48 PM
To: Larry Neuberg <larryneuberg@nnigroup.com>
Cc: Jeff Zarrinam <Jeff@Hollywoodhotel.net>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>; Leron Gubler <leron@hollywoodchamber.net>
Subject: Re: Hollywood Route 66 Conference Call

Rosemary can't make it. Can you give me some more dates and times when you all are available? More than one option will work best.

On Wed, May 31, 2017 at 11:18 AM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

So sorry to hear the sad news, I would be willing to reschedule if necessary.....

Thanks,

Larry P. Neuberg

President & CEO



NEUBERG & NEUBERG IMPORTERS GROUP, INC.

6001 Santa Monica Boulevard

Los Angeles, California 90038-2610 USA

Direct: (323) 769-4861 • Cell: (323) 691-6380 • Fax: (323) 769-4829

Email: larryneuberg@nnigroup.com • Web Site: www.nnigroup.com

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From: Rita Moreno [<mailto:rita.moreno@lacity.org>]
Sent: Wednesday, May 31, 2017 10:55 AM
To: Larry Neuberg <larryneuberg@nnigroup.com>
Cc: Jeff Zarrinam <Jeff@hollywoodhotel.net>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>; Leron Gubler <leron@hollywoodchamber.net>
Subject: Re: Hollywood Route 66 Conference Call

There was a death in the family and the services are in Simi Valley that day. I may not make it. I'll have to see if Rosemary can participate.

On Tue, May 30, 2017 at 11:48 AM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

I am ok with June the 5th, at 3pm.....

Thanks,

Larry P. Neuberg

President & CEO



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♻️ Please consider the environment before printing this e-mail.

From: Jeff Zarrinam [mailto:Jeff@Hollywoodhotel.net]

Sent: Saturday, May 27, 2017 3:35 PM

To: Rita Moreno <rita.moreno@lacity.org>

Cc: Larry Neuberg <larryneuberg@nnigroup.com>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>; Leron Gubler <leron@hollywoodchamber.net>

Subject: Re: Hollywood Route 66 Conference Call

Ok we are set then

Vaya con Dios,

Jeff Zarrinam

Hotel Director

Hollywood Hotel

Mobile: [323-208-2267](tel:323-208-2267)

Jeff@HollywoodHotel.net

Sent from my iPhone 7

On May 25, 2017, at 3:00 PM, Rita Moreno <rita.moreno@lacity.org> wrote:

That works for us.

On Thu, May 25, 2017 at 10:02 AM, Jeff Zarrinnam <Jeff@hollywoodhotel.net> wrote:

How about 3pm on June 5th?

Vaya con Dios,

Jeff Zarrinnam

Hotel Director

Hollywood Hotel

Mobile: [323-208-2267](tel:323-208-2267)

Jeff@HollywoodHotel.net

Sent from my iPhone 7

On May 25, 2017, at 12:03 PM, Rita Moreno <rita.moreno@lacity.org> wrote:

Sorry folks, but it looks like we need to reschedule. I didn't realize that my regular day off, Monday the 30th, is Memorial Day, which means that Tuesday becomes my regular day off.

Please let me know which days you all are back in town and available. Sorry for the delay, but either Rosemary or myself need to participate on the panel and we're both off on the 31st.

Thanks.

Rita

On Tue, May 23, 2017 at 2:54 PM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

Correction, please disregard my first email, I can do the 30th in my office.....

Thanks,

Larry P. Neuberg

President & CEO

<image001.jpg>

NEUBERG & NEUBERG IMPORTERS GROUP, INC.

6001 Santa Monica Boulevard

Los Angeles, California 90038-2610 USA

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 Please consider the environment before printing this e-mail.

From: Jeff Zarrinnam [mailto:Jeff@Hollywoodhotel.net]
Sent: Tuesday, May 23, 2017 2:35 PM
To: Rita Moreno <rita.moreno@lacity.org>
Cc: Larry Neuberg <larryneuberg@nnigroup.com>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>

Subject: Re: Hollywood Route 66 Conference Call

Hello Rita

It would have to be on the 30th in the afternoon as Leron and I will be out of town on chamber business on the 31st

Vaya con Dios,

Jeff Zarrinnam
Hotel Director
Hollywood Hotel

...

[Message clipped]

--
Rita Moreno
City of Los Angeles
Office of the City Clerk
Neighborhood and Business Improvement District Division
200 N. Spring Street, 2nd Floor #237
Los Angeles, CA 90012
Office (213) 978-1122
Fax (213) 978-1130



Jeff Zarrinnam <Jeff@hollywoodhotel.net> Thu, Jun 8, 2017 at 2:32 PM
To: Rita Moreno <rita.moreno@lacity.org>
Cc: Larry Neuberg <larryneuberg@nnigroup.com>, "Gubler, Leron" <Leron@hollywoodchamber.net>, Ferris Wehbe <ferris@thehollywooddistillery.com>, Rosemary Hinkson <rosemary.hinkson@lacity.org>

Ok – I'm glad I asked because I wasn't quite clear


Vaya con Dios,

Jeff Zarrinnam, C.H.A.

President & CEO



1160 North Vermont Avenue, Hollywood, CA 90029

 323-315-1831

 323-208-2267

Fax 323-315-1872

Reservations 800-800-9733

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From: Rita Moreno [mailto:rita.moreno@lacity.org]

Sent: Thursday, June 8, 2017 2:28 PM

To: Jeff Zarrinam <Jeff@Hollywoodhotel.net>

Cc: Larry Neuberger <larryneuberger@nnigroup.com>; Gubler, Leron <Leron@hollywoodchamber.net>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>

Subject: Re: Hollywood Route 66 Interviews

Can't seem to get my dates right today...we are scheduled with Taussig on the 13th and with Civitas on the 14th.

On Thu, Jun 8, 2017 at 2:23 PM, Rita Moreno <rita.moreno@lacity.org> wrote:

We had set June 12th for interviews. Although I asked both companies to hold the date, one confirmed and the other said they could not make. Consequently, we are holding an interview for Taussig on the 12th and for Civitas on the 14th.

On Thu, Jun 8, 2017 at 2:17 PM, Jeff Zarrinam <Jeff@hollywoodhotel.net> wrote:

Rita

Just so I'm clear – only one company can make it on the 14th and not both?

Which company is available on the 14th?

...and both companies are available on the 16th. Correct?

Vaya con Dios,

Jeff Zarrinam, C.H.A.

President & CEO



1160 North Vermont Avenue, Hollywood, CA 90029



323-315-1831



323-208-2267

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From: Rita Moreno [mailto:rita.moreno@lacity.org]

Sent: Thursday, June 8, 2017 1:05 PM

To: Larry Neuberg <larryneuberg@nnigroup.com>

Cc: Gubler, Leron <Leron@hollywoodchamber.net>; Jeff Zarrinnam <Jeff@Hollywoodhotel.net>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>

Subject: Re: Hollywood Route 66 Interviews

Sorry, I misspoke. The dates they are available are June 16 after 3 p.m. and one person can make it after 3 pm on June 14 and 15.

Larry, are you available on the 16th? If not, we should go with the 14th.

On Thu, Jun 8, 2017 at 12:52 PM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

The 15th is not good for me.....13th and 14th are good for me.....if required I can also do the 19th.....but I agree we should button this down as soon as possible.....

Thanks,

Larry P. Neuberg

President & CEO



NEUBERG & NEUBERG IMPORTERS GROUP, INC.

6001 Santa Monica Boulevard

Los Angeles, California 90038-2610 USA

Direct: (323) 769-4861 • Cell: (323) 691-6380 • Fax: (323) 769-4829

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From: Rita Moreno [mailto:rita.moreno@lacity.org]

Sent: Thursday, June 08, 2017 12:17 PM

To: Gubler, Leron <Leron@hollywoodchamber.net>

Cc: Jeff Zarrinam <jeff@hollywoodhotel.net>; Larry Neuberg <larryneuberg@nnigroup.com>; Ferris Wehbe <ferris@thehollywooddistillery.com>;

Rosemary Hinkson <rosemary.hinkson@lacity.org>

Subject: Re: Hollywood Route 66 Interviews

I've checked with the Consultant and they are available on the 13th after 3:00 (it would be 3:15 interview). If needed, one person can be available on the 14th or 15th, but we should try to pin this down as soon as possible.

Larry and Ferris, how are your schedules?

On Thu, Jun 8, 2017 at 7:59 AM, Gubler, Leron <Leron@hollywoodchamber.net> wrote:

I could do 14, 15, or 16 but not the 19th.

Leron



Leron Gubler

President & CEO

Hollywood Chamber of Commerce

6255 Sunset Blvd, Ste 150, Hollywood, Ca 90028

323-469-8311 x12

leron@hollywoodchamber.net

www.hollywoodchamber.net | www.walkoffame.com



From: Rita Moreno [mailto:rita.moreno@lacity.org]
Sent: Thursday, June 8, 2017 7:53 AM
To: Jeff Zarrinam <jeff@hollywoodhotel.net>
Cc: Larry Neuberg <larryneuberg@nnigroup.com>; Gubler, Leron <Leron@hollywoodchamber.net>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>
Subject: Re: Hollywood Route 66 Interviews

Any one of those dates and times works for me.

On Wed, Jun 7, 2017 at 7:42 PM, Jeff Zarrinam <Jeff@hollywoodhotel.net> wrote:

Hi Rita

Yes, we would like Civitas at the interview

How about June 14,15,16 or 19 at 3pm?

Vaya con Dios,

Jeff Zarrinam, C.H.A.

President & CEO



1160 North Vermont Avenue, Hollywood, CA 90029



323-315-1831



323-208-2267

Fax [323-315-1872](tel:323-315-1872)
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From: Rita Moreno [mailto:rita.moreno@lacity.org]

Sent: Wednesday, June 7, 2017 10:04 AM

To: Larry Neuberg <larryneuberg@nnigroup.com>; Gubler, Leron <Leron@hollywoodchamber.net>; Jeff Zarrinam <Jeff@Hollywoodhotel.net>; Ferris Wehbe <ferris@thehollywooddistillery.com>

Cc: Rosemary Hinkson <rosemary.hinkson@lacity.org>

Subject: Re: Hollywood Route 66 Interviews

Some bad news. Although I let both Consultants know that we would likely be holding the interviews on Tuesday, June 13, after 3:00 p.m., I have just been informed by Civitas that they cannot attend.

I'm disappointed as they did not mention any scheduling problems when I communicated with them. Ordinarily, they would be out of the running at this point. However, I believe you want to interview them, so let me know another date and time that would work for you all.

On Wed, Jun 7, 2017 at 8:46 AM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

Excellent and understood,

Thanks,

Larry P. Neuberg

President & CEO



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6001 Santa Monica Boulevard

Los Angeles, California 90038-2610 USA

Direct: (323) 769-4861 • Cell: (323) 691-6380 • Fax: (323) 769-4829

Email: larryneuberg@nnigroup.com • Web Site: www.nnigroup.com

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From: Rita Moreno [mailto:rita.moreno@lacity.org]
Sent: Wednesday, June 07, 2017 8:23 AM
To: Jeff Zarrinam <Jeff@hollywoodhotel.net>; Gubler, Leron <Leron@hollywoodchamber.net>; Larry Neuberg <larryneuberg@nnigroup.com>; Ferris Wehbe <ferris@thehollywooddistillery.com>
Cc: Rosemary Hinkson <rosemary.hinkson@lacity.org>
Subject: Re: Hollywood Route 66 Interviews

Good Morning Everyone:

I have tentatively scheduled both firms for Tuesday, June 13, 2017, and am about to send confirmation emails.

The schedule is as follows:

3:15 - 1st Consultant
3:45 - Evaluation
4:00 - 2nd Consultant
4:30 - Evaluation

We will review the proposals, questions and get organized between 3:00 and 3:15 so we should strive to be on time.

I look forward to seeing you all again next week.

Rita

On Tue, Jun 6, 2017 at 9:44 AM, Jeff Zarrinam <Jeff@hollywoodhotel.net> wrote:

Yes, in person interviews.

We will meet in Larry's conference room again.


Vaya con Dios,

Jeff Zarrinam, C.H.A.

President & CEO



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From: Rita Moreno [mailto:rita.moreno@lacity.org]
Sent: Tuesday, June 6, 2017 9:41 AM
To: Larry Neuberg <larryneuberg@nnigroup.com>; Gubler, Leron <Leron@hollywoodchamber.net>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Jeff Zarrinnam <Jeff@Hollywoodhotel.net>
Cc: Rosemary Hinkson <rosemary.hinkson@lacity.org>
Subject: Re: Hollywood Route 66 Interviews

Just want to make sure we're all clear that we are scheduling interviews, not conference calls. We need 2 hours tops. Each interview will be 20-30 minutes plus 15 minutes of deliberations/discussions on each one. Most likely, it will only be 1.5 hours.

On Tue, Jun 6, 2017 at 9:32 AM, Gubler, Leron <Leron@hollywoodchamber.net> wrote:

I now have a short conference call at 2 p.m. on the 13th but am available from 2:30 p.m. on the rest of the afternoon.

LEron



Leron Gubler
President & CEO
Hollywood Chamber of
Commerce
6255 Sunset Blvd, Ste 150,
Hollywood, Ca 90028
323-469-8311 x12

leron@hollywoodchamber.net
www.hollywoodchamber.net |
www.walkoffame.com



From: Rita Moreno [mailto:rita.moreno@lacity.org]

Sent: Tuesday, June 6, 2017 8:14 AM

To: Jeff Zarrinam <jeff@hollywoodhotel.net>

Cc: Larry Neuberg <larryneuberg@nnigroup.com>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>; Gubler, Leron <Leron@hollywoodchamber.net>

Subject: Re: Hollywood Route 66 Conference Call

The 13th can work. I've placed a hold on my calendar and sent it to Rosemary as well.

On Sat, Jun 3, 2017 at 2:21 PM, Jeff Zarrinam <Jeff@hollywoodhotel.net> wrote:

How about 6/12 or 6/13 at 3pm?

From: Rita Moreno [mailto:rita.moreno@lacity.org]

Sent: Wednesday, May 31, 2017 2:48 PM

To: Larry Neuberg <larryneuberg@nnigroup.com>

Cc: Jeff Zarrinam <Jeff@Hollywoodhotel.net>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>; Leron Gubler <leron@hollywoodchamber.net>

Subject: Re: Hollywood Route 66 Conference Call

Rosemary can't make it. Can you give me some more dates and times when you all are available? More than one option will work best.

On Wed, May 31, 2017 at 11:18 AM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

So sorry to hear the sad news, I would be willing to reschedule if necessary.....

Thanks,

Larry P. Neuberg

President & CEO



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Please consider the environment before printing this e-mail.

From: Rita Moreno [mailto:rita.moreno@lacity.org]

Sent: Wednesday, May 31, 2017 10:55 AM

To: Larry Neuberg <larryneuberg@nnigroup.com>

Cc: Jeff Zarrinam <Jeff@hollywoodhotel.net>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>; Leron Gubler <leron@hollywoodchamber.net>

Subject: Re: Hollywood Route 66 Conference Call

There was a death in the family and the services are in Simi Valley that day. I may not make it. I'll have to see if Rosemary can participate.

On Tue, May 30, 2017 at 11:48 AM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

I am ok with June the 5th, at 3pm.....

Thanks,

Larry P. Neuberg

President & CEO



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Los Angeles, California 90038-2610 USA

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Email: larryneuberg@nnigroup.com • Web Site: www.nnigroup.com

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 Please consider the environment before printing this e-mail.

From: Jeff Zarrinnam [mailto:Jeff@Hollywoodhotel.net]

Sent: Saturday, May 27, 2017 3:35 PM

To: Rita Moreno <rita.moreno@lacity.org>

Cc: Larry Neuberg <larryneuberg@nnigroup.com>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>; Leron Gubler <leron@hollywoodchamber.net>

Subject: Re: Hollywood Route 66 Conference Call

Ok we are set then

Vaya con Dios,

Jeff Zarrinnam

Hotel Director

Hollywood Hotel

Mobile: 323-208-2267

Jeff@HollywoodHotel.net

Sent from my iPhone 7

On May 25, 2017, at 3:00 PM, Rita Moreno <rita.moreno@lacity.org> wrote:

That works for us.

On Thu, May 25, 2017 at 10:02 AM, Jeff Zarrinnam <Jeff@hollywoodhotel.net> wrote:

How about 3pm on June 5th?

Vaya con Dios,

Jeff Zarrinnam

Hotel Director

Hollywood Hotel

Mobile: 323-208-2267

Jeff@HollywoodHotel.net

Sent from my iPhone 7

On May 25, 2017, at 12:03 PM, Rita Moreno <rita.moreno@lacity.org> wrote:

Sorry folks, but it looks like we need to reschedule. I didn't realize that my regular day off, Monday the 30th, is Memorial Day, which means that Tuesday becomes my regular day off.

Please let me know which days you all are back in town and available. Sorry for the delay, but either Rosemary or myself need to participate on the panel and we're both off on the 31st.

Thanks.

Rita

On Tue, May 23, 2017 at 2:54 PM, Larry Neuberg <larryneuberg@nnigroup.com> wrote:

Correction, please disregard my first email, I can do the 30th in my office.....

Thanks,

Larry P. Neuberg

President & CEO

<image001.jpg>

NEUBERG & NEUBERG IMPORTERS GROUP, INC.

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 Please consider the environment before printing this e-mail.

From: Jeff Zarrinam [mailto:Jeff@Hollywoodhotel.net]

Sent: Tuesday, May 23, 2017 2:35 PM

To: Rita Moreno <rita.moreno@lacity.org>

Cc: Larry Neuberg <larryneuberg@nnigroup.com>; Ferris Wehbe <ferris@thehollywooddistillery.com>; Rosemary Hinkson <rosemary.hinkson@lacity.org>

Subject: Re: Hollywood Route 66 Conference Call

Hello Rita

It would have to be on the 30th in the afternoon as Leron and I will be out of town on chamber business on the 31st

Vaya con Dios,

Jeff Zarrinam

Hotel Director

Hollywood Hotel

...

[Message clipped]

--

Rita Moreno

City of Los Angeles
Office of the City Clerk
Neighborhood and Business Improvement District Division
200 N. Spring Street, 2nd Floor #237
Los Angeles, CA 90012
Office (213) 978-1122
Fax (213) 978-1130



image062.jpg
4K

Rita Moreno <rita.moreno@lacity.org> Fri, Jun 23, 2017 at 3:32 PM
To: Jeff Zarrinam <Jeff@hollywoodhotel.net>
Cc: Larry Neuberg <larryneuberg@nnigroup.com>, "Gubler, Leron" <Leron@hollywoodchamber.net>, Ferris Wehbe <ferris@thehollywooddistillery.com>, Rosemary Hinkson <rosemary.hinkson@lacity.org>

Happy Friday Everyone:

Attached are the results of interviews. I called Civitas' references and have not yet hear back from the only L.A. based organization listed, Los Angeles Tourism and Convention Board. I've attached the forms I completed for the two with whom I've been able to speak, Midtown Business Association in Sacramento and Downtown San Diego Partnership.

A couple of issues to note: Civitas did not conduct any of the outreach for Midtown, it was all conducted by government staff, and the time and money needed to be extended for the San Diego contract.

I've drafted the acceptance letter and am awaiting its signature to send out electronically and via USPS.

Thanks and let me know if you have any questions (like if you can't read my writing).

Have a great weekend!

Rita

[Quoted text hidden]
[Quoted text hidden]
...
[Message clipped]

--
Rita Moreno
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Office of the City Clerk
Neighborhood and Business Improvement District Division
200 N. Spring Street, 2nd Floor #237
Los Angeles, CA 90012
Office (213) 978-1122
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2 attachments

 **Interview Rating Sheet.pdf**

77K

 **Telephone Reference Check.pdf**

1162K

Jeff Zarrinam <Jeff@hollywoodhotel.net>

Fri, Jun 23, 2017 at 9:40 PM

To: Rita Moreno <rita.moreno@lacity.org>

Cc: Larry Neuberg <larryneuberg@nnigroup.com>, "Gubler, Leron" <Leron@hollywoodchamber.net>, Ferris Wehbe <ferris@thehollywooddistillery.com>, Rosemary Hinkson <rosemary.hinkson@lacity.org>

Thanks Rita
I have no questions

Vaya con Dios,

Jeff Zarrinam
Hotel Director
Hollywood Hotel

Mobile: 323-208-2267

Sent from my iPhone 7

[Quoted text hidden]

<Interview Rating Sheet.pdf>

<Telephone Reference Check.pdf>

Rita Moreno <rita.moreno@lacity.org>

Tue, Jun 27, 2017 at 9:01 AM


To: Jeff Zarrinam <Jeff@hollywoodhotel.net>

Cc: Larry Neuberg <larryneuberg@nnigroup.com>, "Gubler, Leron" <Leron@hollywoodchamber.net>, Ferris Wehbe <ferris@thehollywooddistillery.com>, Rosemary Hinkson <rosemary.hinkson@lacity.org>

For the record, attached is the 3rd and final phone reference check conducted.

Let me know if you have any questions.

[Quoted text hidden]

 **Telephone Reference Check 2.pdf**

574K

CONSULTANT INTERVIEW RATING SHEET
HOLLYWOOD ROUTE 66 BUSINESS IMPROVEMENT DISTRICT

CIVITAS ADVISORS, INC.	Available Score	RATER 1	RATER 2	RATER 3	RATER 4	RATER 5	
Introduction	5	5		4	5	5	
BID Area Knowledge	10	8		7	8	6	
Outreach	15	13		11	12	11	Average Score
Firm's Capability	10	10		8	9	10	
Total Score	40	36		30	34	32	

DAVID TAUSSIG & ASSOCIATES, INC.	Available Score	RATER 1	RATER 2	RATER 3	RATER 4	RATER 5	
Introduction	5	4		4	4	5	
BID Area Knowledge	10	5		4	3	4	
Outreach	15	7		12	9	7	Average Score
Firm's Capability	10	7		10	9	7	
Total Score	40	23		30	25	23	

RFP FOR THE ESTABLISHMENT OF THE PROPOSED HOLLYWOOD ROUTE 66 BUSINESS IMPROVEMENT DISTRICT (BID)

PROPOSER LEGAL NAME Civitas Advisors Inc.

TELEPHONE REFERENCE CHECK

Name of agency/contact person Midtown Business Association

Title of contact person Emily Baine Michaels, E.D. ~~Jamison Parker~~

Telephone number (916) 442-1500

Telephone log (Limit to 3 calls)

Date	Time	Status	Initial
6/20/17	4:00 PM	Referral to: Jamison Parker, * Advocacy & Strategic Com. Manager	Pal

1.	Specifically, what type of services did this consultant perform for your organization? Formation of Midtown Property and BID Examination of Restaurant BID - Assisted w/ legal and technical work (MDP, etc) - Supported w/outreach - staff conducted outreach
2.	Did the consultant complete all of the work contained in the scope of work and the deliverables listed in the contract? Yes - very accessible; adequate job in getting all deliverables; new process - some deliverables unknown - not their fault
3.	How did you evaluate whether or not the consultant was successful? (Methods of quality control) Successful formation / establishment of both BIDs
4.	Did the consultant possess the expertise and knowledge as stated in their proposal? Yes, well versed in forming these districts

5.	Overall, how would you rate the consultant on expertise? Check Box <input checked="" type="checkbox"/> Excellent <input type="checkbox"/> Acceptable <input type="checkbox"/> Marginal <input type="checkbox"/> Unacceptable
6.	Was the work completed within the contract amount? If No, please explain. <i>Yes at budget and within time frame</i> <i>- 6 mths process w/ restaurant process</i> <i>- overhead done by staff</i>
7.	Was the consultant flexible to your needs and available for technical assistance? <i>Yes</i>
8.	Overall, how would you rate the consultant on communication? Check Box <input checked="" type="checkbox"/> Excellent <input type="checkbox"/> Acceptable <input type="checkbox"/> Marginal <input type="checkbox"/> Unacceptable
9.	Would you select this consultant again to perform the same services? <i>Yes</i>
COMPLETED BY: <u>Rita Moreno</u> DATE: <u>6/20/17</u>	

***ASSESSMENT RATINGS:**

Excellent – Performance exceeded contractual requirements.

Acceptable – Performance met contractual requirements. (The contractual performance may or may not have reflected some minor problems for which corrective actions taken by the contractor were satisfactory.)

Marginal – Performance did not meet some contractual requirements, or performance met contractual requirements, but only after extensive corrective action was required. (The contractual performance reflected a serious problem. The contractor's corrective actions were only marginally effective or were not fully implemented.)

Unacceptable - Performance did not meet contractual requirements. (The contractual performance reflected serious problems for which the contractor's corrective actions were ineffective.)

RFP FOR THE ESTABLISHMENT OF THE PROPOSED HOLLYWOOD ROUTE 66 BUSINESS IMPROVEMENT DISTRICT (BID)

PROPOSER LEGAL NAME

Civitas Advisors Inc.

TELEPHONE REFERENCE CHECK

Name of agency/contact person Downtown San Diego PartnershipTitle of contact person Kris Mitchell, President + CEOTelephone number (619) 234-0201

Telephone log (Limit to 3 calls)

Date	Time	Status	Initial
6/20/17	4:00 PM	Left message w/receptionist	RM
6/21/17	2:03 PM	Retouched Bahija Hong Kong	RM

1.	Specifically, what type of services did this consultant perform for your organization? <u>Contracted to review PDIP for downtown</u> <u>community engagement</u> <u>assessment role</u> <u>MDP/EA</u>
2.	Did the consultant complete all of the work contained in the scope of work and the deliverables listed in the contract? <u>Answer beyond</u>
3.	How did you evaluate whether or not the consultant was successful? (Methods of quality control) <u>very successful</u>
4.	Did the consultant possess the expertise and knowledge as stated in their proposal? <u>yes</u>

5.	Overall, how would you rate the consultant on expertise? Check Box <input checked="" type="checkbox"/> Excellent <input type="checkbox"/> Acceptable <input type="checkbox"/> Marginal <input type="checkbox"/> Unacceptable
6.	Was the work completed within the contract amount? If No, please explain. <i>Time frame - over time - charged for additional time included additional due to contract monthly fee initial 1 to 1 1/2 yrs, but took 2 years</i>
7.	Was the consultant flexible to your needs and available for technical assistance? <i>yes</i>
8.	Overall, how would you rate the consultant on communication? Check Box <input checked="" type="checkbox"/> Excellent <input type="checkbox"/> Acceptable <input type="checkbox"/> Marginal <input type="checkbox"/> Unacceptable
9.	Would you select this consultant again to perform the same services? <i>yes without a doubt</i>
COMPLETED BY: <u>Rita Moreno</u> DATE: <u>6/21/17</u>	

***ASSESSMENT RATINGS:**

Excellent – Performance exceeded contractual requirements.

Acceptable – Performance met contractual requirements. (The contractual performance may or may not have reflected some minor problems for which corrective actions taken by the contractor were satisfactory.)

Marginal – Performance did not meet some contractual requirements, or performance met contractual requirements, but only after extensive corrective action was required. (The contractual performance reflected a serious problem. The contractor's corrective actions were only marginally effective or were not fully implemented.)

Unacceptable - Performance did not meet contractual requirements. (The contractual performance reflected serious problems for which the contractor's corrective actions were ineffective.)

RFP FOR THE ESTABLISHMENT OF THE PROPOSED HOLLYWOOD ROUTE 66 BUSINESS IMPROVEMENT DISTRICT (BID)

PROPOSER LEGAL NAME Critas Advisors Inc.

TELEPHONE REFERENCE CHECK

Name of agency/contact person Los Angeles Tourism + Convention Board

Title of contact person Patti MacDermott, Sr. VP Business Affairs

Telephone number (213) 236-2360

Telephone log (Limit to 3 calls)

Date	Time	Status	Initial
6/20/17	4:23	left voicemail message	RM
6/23/17	12:35	left voicemail message	RM
6/23/17	3:37	conversation w/ Patti	RM

1.	Specifically, what type of services did this consultant perform for your organization? <u>Legal services in establishment and renewals</u> <u>MDR/GR, petition process</u>
2.	Did the consultant complete all of the work contained in the scope of work and the deliverables listed in the contract? <u>Yes</u>
3.	How did you evaluate whether or not the consultant was successful? (Methods of quality control) <u>Established and renewed BID</u>
4.	Did the consultant possess the expertise and knowledge as stated in their proposal? <u>Yes</u>

5.	Overall, how would you rate the consultant on expertise? Check Box <input checked="" type="checkbox"/> Excellent <input type="checkbox"/> Acceptable <input type="checkbox"/> Marginal <input type="checkbox"/> Unacceptable
6.	Was the work completed within the contract amount? If No, please explain. <i>Absolutely</i>
7.	Was the consultant flexible to your needs and available for technical assistance? <i>Very flexible and accommodating service levels superior, very responsive</i>
8.	Overall, how would you rate the consultant on communication? Check Box <input checked="" type="checkbox"/> Excellent <input type="checkbox"/> Acceptable <input type="checkbox"/> Marginal <input type="checkbox"/> Unacceptable
9.	Would you select this consultant again to perform the same services? <i>Yes</i> <i>most favorable legal serv. for TMD districts</i>
COMPLETED BY: <u><i>Rita Moreno</i></u> DATE: <u><i>6/23/17</i></u>	

***ASSESSMENT RATINGS:**

Excellent – Performance exceeded contractual requirements.

Acceptable – Performance met contractual requirements. (The contractual performance may or may not have reflected some minor problems for which corrective actions taken by the contractor were satisfactory.)

Marginal – Performance did not meet some contractual requirements, or performance met contractual requirements, but only after extensive corrective action was required. (The contractual performance reflected a serious problem. The contractor's corrective actions were only marginally effective or were not fully implemented.)

Unacceptable - Performance did not meet contractual requirements. (The contractual performance reflected serious problems for which the contractor's corrective actions were ineffective.)



Rita Moreno <rita.moreno@lacity.org>

PBID Kick-Off Call

Rita Moreno <rita.moreno@lacity.org>

Tue, Sep 12, 2017 at 8:53 AM

To: Jeff Zarrinam <Jeff@hollywoodhotel.net>

Cc: Nichole Farley <nfarley@civitasadvisors.com>, Gina T <gtrechter@civitasadvisors.com>, Larry Neuberg <larryneuberg@nnigroup.com>, "Ferris Wehbe (ferris@thehollywooddistillery.com)" <ferris@thehollywooddistillery.com>, "Gubler, Leron" <Leron@hollywoodchamber.net>, "Morrie M. Zagher" <mmzagha@aol.com>, "homer@hollywoodforever.com" <homer@hollywoodforever.com>, "tyler@hollywoodforever.com" <tyler@hollywoodforever.com>, "Oliver Baker (obaker@cimgroup.com)" <obaker@cimgroup.com>, "shayner@cimgroup.com" <shayner@cimgroup.com>, "Jauregui, Jacob" <jacob@hollywoodchamber.net>

Jeff et al.,

I'll be out of town the rest of this week and Monday is my regular day off. I didn't complete the Doodle since it is not imperative that I be present, although I'd like to attend as many meetings and events as I can so thanks for keeping me in the loop.

I look forward to working and getting to know everyone.

Rita

On Mon, Sep 11, 2017 at 5:15 PM, Jeff Zarrinam <Jeff@hollywoodhotel.net> wrote:

Hi Nichole

I completed your Doodle and I added the two CIM contacts Shannon from CIM forwarded to us and I added Jacob from the Hollywood Chamber who will be assisting us.

Please add the 3 names to the Doodle list as well.

Vaya con Dios,

Jeff Zarrinam, C.H.A.

Steering Committee Chair

Hollywood Route 66 BID

1160 North Vermont Avenue, Hollywood, CA 90029



323-315-1831



323-208-2267

Fax

323-315-1872

Reservations [800-800-9733](tel:800-800-9733)
✉ jeff@hollywoodhotel.net
Web www.hollywoodhotel.net



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From: Nichole Farley [<mailto:nfarley@civitasadvisors.com>]

Sent: Monday, September 11, 2017 3:29 PM

To: Rita Moreno <rita.moreno@lacity.org>

Cc: Gina T <gtrechter@civitasadvisors.com>; Larry Neuberg <larryneuberg@nnigroup.com>; Ferris Wehbe (ferris@thehollywooddistillery.com) <ferris@thehollywooddistillery.com>; Jeff Zarrinam <Jeff@Hollywoodhotel.net>; Gubler, Leron <Leron@hollywoodchamber.net>; Morrie M. Zagha <mmzagha@aol.com>; jcrowell@cimgroup.com; homer@hollywoodforever.com;

tyler@hollywoodforever.com

Subject: PBID Kick-Off Call

Good Afternoon Route 66 Team,

Gina and I would like to schedule a kick-off conference call to jump start the PBID formation process. I created a [Doodle](#) to see when we can get a majority on a call to discuss next steps.

We look forward to working with you!

Best,

Nichole

<https://doodle.com/poll/24enhxpgm9g3f64n>



Nichole Farley

Account Manager

Civitas

d: [916-436-5043](tel:916-436-5043)

a: 1102 Corporate Way, Ste 140, Sacramento, CA 95831

w: www.civitasadvisors.com e: nfarley@civitasadvisors.com



On Wed, Sep 6, 2017 at 5:18 PM, Rita Moreno <rita.moreno@lacity.org> wrote:

Good Afternoon, Nichole and Gina:

Attached is the signed and attested agreement between the City and Civitas Advisors, Inc. for services and activities related to the establishment of the proposed Hollywood Route 66 Business Improvement District. The hard copy is being sent via USPS. Work can begin with the Formation Committee of the proposed Hollywood Route 66 BID.

Also attached and being sent via USPS are Living Wage Ordinance forms and employee notices for posting. Please complete and submit the applicable forms. These forms are required. We will be unable to process payment unless received.

Thank you and let me know if you have any questions.

Rita

--

Rita Moreno
City of Los Angeles
Office of the City Clerk
Neighborhood and Business Improvement District Division
200 N. Spring Street, 2nd Floor #237
Los Angeles, CA 90012
Office (213) 978-1122
Fax (213) 978-1130





Rita Moreno <rita.moreno@lacity.org>

HR66 PBID - Draft Owner Survey and Open House Invitation for Review

Rita Moreno <rita.moreno@lacity.org>

Fri, Oct 6, 2017 at 5:24 PM

To: Gina T <gtrechter@civitasadvisors.com>

Cc: "Ferris Wehbe (ferris@thehollywooddistillery.com)" <ferris@thehollywooddistillery.com>, Homer <homer@hollywoodforever.com>, Jacob <jacob@hollywoodchamber.net>, Jeff Zarrinam <Jeff@hollywoodhotel.net>, Larry Neuberg <larryneuberg@nngroup.com>, Leron <Leron@hollywoodchamber.net>, "Morrie M. Zagha" <mmzagha@aol.com>, Oliver Baker <OBaker@cimgroup.com>, Tyler <tyler@hollywoodforever.com>, Scott Hayner <shayner@cimgroup.com>, Nichole Farley <nfarley@civitasadvisors.com>

Happy end of the day, everyone.

I have a meeting at the same time as the conference call, so I won't be joining you next week. My comments are the following:

Invitation

Not sure in what size it will be printed, but the font color for the "when", "where" and "rsvp" is too faint.

Survey

Q4

1. I'm not certain folks will know what is meant by "identity", consider clarifying or choosing a different term.
2. Recommend changing "infrastructure improvements" to "infrastructure" and add examples in parenthesis, like lighting, and anything else the group feels is meant by the term.
3. Ditto with "beautification" and what is meant by it as a challenge.

Q5

Same as above.

Enjoy the holiday weekend!

Rita

On Fri, Oct 6, 2017 at 4:27 PM, Gina T <gtrechter@civitasadvisors.com> wrote:

Hello HR66 Steering Committee,

As a follow-up to our call last week, attached you will find a draft Open House invitation and draft property owner survey.

Please provide your feedback on these two documents so that we can send out the invite early next week for the October 26th open house.

Also, I do need feedback the following:

- Confirmation of the Open House location (and any details the invite needs to include)
- Confirmation on who you want the owners to RSVP to and/or call for additional information. Would you like it to be one of the committee members (if so, who?) and/or myself?

If you could provide any feedback by Monday, October 9th by COB that'd be great!

I will be sending out a revised boundary map and property owner list on Monday so we can start assigning owners and compiling owner data.

Have a great weekend!

Regards,
Gina



Gina Trechter

Project Manager

Civitas

p: 800.999.7781 m: 951-285-1461

d: 213-236-2336

a: 333 S. Hope Street, 18th Floor, Los Angeles, CA 90071

w: www.civitasadvisors.com e: gtrechter@civitasadvisors.com



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Los Angeles, CA 90012
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Fax (213) 978-1130





Hollywood Route 66 Property Owner Survey & Open House

PLEASE
PLACE
STAMP
HERE

What is this about?

Hollywood Route 66 property owners and the Hollywood Chamber of Commerce are studying the possibility of forming a Property Business Improvement District (PBID). We ask that you participate in a survey because your property is within the proposed boundaries. The survey will take 4-7 minutes of your time, and will help identify the services and improvements that are most important to you and the success of your business!

What is a PBID?

A Property Business Improvement District (PBID) is a stable funding source for owners working together to pay for services, improvements and programs to improve their business district, above and beyond the levels the City provides. Potential services a PBID could provide include Clean Up services, Beautification, Maintenance, Security, Litter Abatement and Capital Improvements.

Why?

Your comments, concerns, and questions are important. Your input is what will make the Hollywood Route 66 PBID formation a success. Let your voice be heard!

How?

Enter the following link in your computer or tablet: www.surveymonkey.com/r/hollywood66

Mailing Address Line 1
Mailing Address Line 2
Mailing Address Line 3
Mailing Address Line 4
Mailing Address Line 5

Hollywood Route 66 PBID Open House

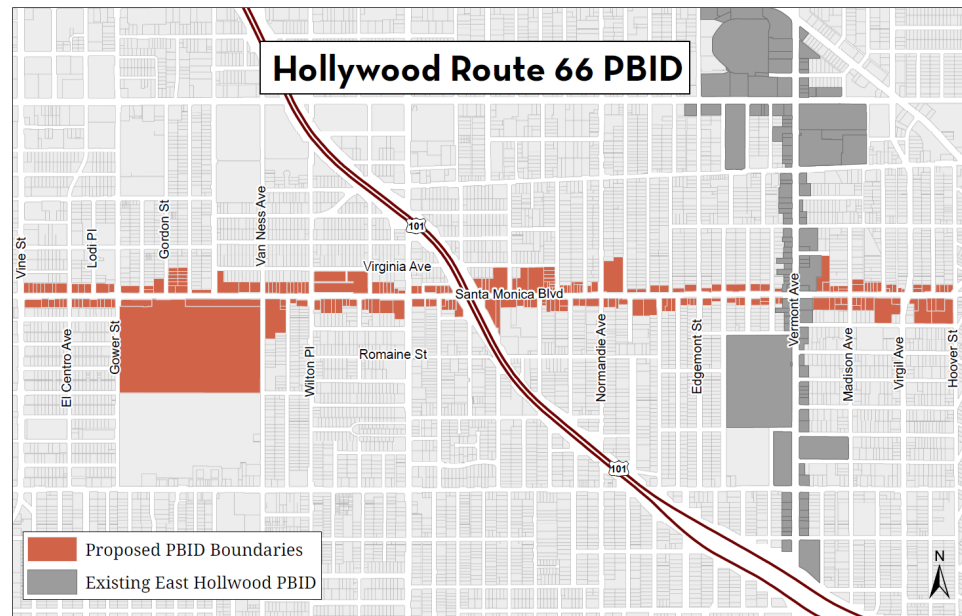
We invite you to an Open House to learn more about the proposed PBID and share your opinion on the need for additional services along Route 66 in Hollywood.

When: Thursday October 26, 2017
4:30pm—7:00 pm

Where: Location Name?
6001 Santa Monica Blvd
Los Angeles, CA xxxxx

For more information or to RSVP:
Please contact {Name} at {phone number} or via email at {Email address}

You're Invited!



HOLLYWOOD ROUTE 66 PBID SURVEY

Welcome to the Hollywood Route 66 PBID Exploration Survey

Property Owners along Route 66 in Hollywood, The Hollywood Chamber of Commerce and Civitas Advisors are studying the possibility of forming a Property and Business Improvement District (PBID). We have asked you to participate in this survey because your property is currently within the proposed boundaries.

PBIDs are a stable funding source for organizations of property owners working to improve their district. Owners within the district work together to make significant improvements, attract tenants and new businesses, and develop the area.

PBIDs can have many functions, all of which are aimed at improving the district. A PBIDs operations are determined by the property owners funding the PBID. PBID activities often include security services, clean up and maintenance services, capital improvements, marketing programs and many other significant progressive projects.

Please take a moment to complete this survey – your input is what will make the Hollywood Route 66 PBID formation a success!

If you have any questions, please feel free to contact {NAME/Number}, or our consultant at Civitas, Gina Trechter at gtrechter@civitasadvisors.com.

1. Which of the following best describes you and/or your property along Hollywood Route 66?

- ☐ Commercial Property Owner/Representative
- ☐ Multi-Family Residential Property Owner/Representative
- ☐ Business Owner/Representative

2. Which of the following types of businesses and/or uses occupy your property? *Select all that apply*

- ☐ Office
- ☐ Government Agency
- ☐ Retail
- ☐ Commercial
- ☐ Restaurant
- ☐ Non-profit/Charitable
- ☐ Multi-Family Residential (Apartment, Quadplex, etc.)

Other (please specify)

3. What is the address or AIN of the property you own/rent/lease?

4. What do you see as a continued challenge for Hollywood Route 66? *Select all that apply*

- ☐ Street Crime
- ☐ Property Crime
- ☐ Decreasing Tenants
- ☐ Decreasing Property Values
- ☐ Nuisance Tenants
- ☐ Graffiti
- ☐ Vandalism
- ☐ Transients/Homeless
- ☐ Identity
- ☐ Litter/Trash/Abandoned Property
- ☐ Lease Rates
- ☐ Infrastructure Improvements
- ☐ Beautification

Other (please specify)

5. What level of improvement along Hollywood Route 66 do you feel is needed in each of the following areas?

	Needs No Improvement	Needs Little Improvement	Needs Some Improvement	Needs Great Improvement
Street Crime	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Property Crime	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Decreasing Tenants	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Decreasing Property Values	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nuisance Tenants	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Graffiti	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vandalism	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Transients/Homeless	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Identity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Litter/Trash/Abandoned Property	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lease Rates	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Infrastructure Improvements	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Beautification	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)

6. How satisfied are you with these current services along Hollywood Route 66?

	Unsatisfied	Less than Satisfied	Satisfied	Highly Satisfied	Greatly Satisfied
Security Patrols	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Street Cleaning	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Garbage Collection	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public Improvements	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Landscape/Beautification	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community Events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* 7. The following is a list of possible services the Hollywood Route 66 PBID can provide. Which of the following do you feel is important to the area? *Feel free to add other possible services.*

	Not Important	Least Important	Important	Somewhat Important	Very Important
Median Work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Landscape Improvements & Maintenance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bury Power Lines	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Powerwashing Sidewalks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pedestrian Street Lighting Improvements	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Beatification/Image Enhancement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Litter Abatement and Installation of Trash Cans	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Security	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Marketing Activities and Promotions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Homeless & Social Services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Graffiti Removal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other Services

8. Would you be willing to pay an assessment to fund the services listed below?

	No	Maybe	Yes
Median Work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Landscape Improvements & Maintenance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bury Power Lines	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Powerwashing Sidewalks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pedestrian Street Lighting Improvements	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Beatification/Image Enhancement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Litter Abatement and Installation of Trash Cans	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Security	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Marketing Activities and Promotions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Homeless and Social Services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Graffiti Removal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please provide additional comments for maybe answers

9. How much would you be willing to pay for the services?

10. Would you consider signing a petition and ballot asking the City to form the Hollywood Route 66 PBID if it were designed to provide the services you identified as important in question 7?

- ☐ Yes
- ☐ Maybe
- ☐ No

11. Would you be interested in becoming more involved in the PBID formation process?

- ☐ Yes ☐ No

12. Are there any additional comments about the Hollywood Route 66 PBID you would like to share?

13. Contact Information: *This information will only be used for purposes related to the Hollywood Route 66 PBID efforts.*

Name

Company Name

Email Address

Mailing Address

City, State, Zipcode

Phone Number



Rita Moreno <rita.moreno@lacity.org>

HR66 PBID Steering Committee - Docs for Oct 25 10am Committee Call

Rita Moreno <rita.moreno@lacity.org>

Wed, Oct 25, 2017 at 9:02 AM

To: Gina T <gtrechter@civitasadvisors.com>

Cc: Ferris Wehbe <ferris@thehollywooddistillery.com>, "Gubler, Leron" <Leron@hollywoodchamber.net>, Homer <homer@hollywoodforever.com>, "Jauregui, Jacob" <jacob@hollywoodchamber.net>, Jeff Zarrinam <jeff@hollywoodhotel.net>, "Morrie M. Zagha" <mmzagha@aol.com>, Oliver Baker <OBaker@cimgroup.com>, Tyler <tyler@hollywoodforever.com>, Scott Hayner <shayner@cimgroup.com>, Larry Neuberg <larryneuberg@nnigroup.com>, Nichole Farley <nfarley@civitasadvisors.com>

Gina et al.,

We've been moving from the 2nd to the 3rd floor and they will be replacing some of the partitions this morning starting at time. Since I will likely miss the call, I want to just add that I've checked some of the parcels in the maps provided and found that, although it may involve the same property owner, some parcels are zoned residential and cannot be assessed.

Thanks.

Rita

On Wed, Oct 25, 2017 at 8:08 AM, Gubler, Leron <Leron@hollywoodchamber.net> wrote:

So sorry. I've got another meeting at that time, so will not be able to be on this call.

Leron



Leron Gubler

President & CEO
Hollywood Chamber of
Commerce

6255 Sunset Blvd, Ste 150,
Hollywood, Ca 90028
323-469-8311 x12

leron@hollywoodchamber.net
www.hollywoodchamber.net |
www.walkoffame.com



From: Gina T [mailto:gtrechter@civitasadvisors.com]

Sent: Tuesday, October 24, 2017 3:33 PM

To: Ferris Wehbe <ferris@thehollywooddistillery.com>; Homer <homer@hollywoodforever.com>; Jauregui, Jacob <jacob@HOLLYWOODCHAMBER.NET>; Jeff Zarrinam <jeff@hollywoodhotel.net>; Gubler, Leron <Leron@hollywoodchamber.net>; Morrie M. Zagha <mmzagha@aol.com>; Oliver Baker <OBaker@cimgroup.com>; Tyler <tyler@hollywoodforever.com>; Scott Hayner <shayner@cimgroup.com>; Rita Moreno <rita.moreno@lacity.org>; Larry Neuberg <larryneuberg@nnigroup.com>

Cc: Nichole Farley <nfarley@civitasadvisors.com>

Subject: HR66 PBID Steering Committee - Docs for Oct 25 10am Committee Call

Dear HR66 PBID Steering Committee,

As a reminder, tomorrow is our recurring Steering Committee call at 10am. Attached are the following docs for our discussion:

1. Agenda
2. Non-fronting Parcel Packet for discussion/review
3. Survey Responses received thus far
4. Boundary Maps
5. ATBO Report - Includes contact info from support letters received.

Nichole and I look forward to the call!

Chat soon,

Gina

--

Gina Trechter

Project Manager

Civitas

p: 800.999.7781 m: 951-285-1461

d: 213-236-2336

a: 333 S. Hope Street, 18th Floor, Los Angeles, CA 90071

w: www.civitasadvisors.com e: gtrechter@civitasadvisors.com

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Rita Moreno
City of Los Angeles
Office of the City Clerk
Neighborhood and Business Improvement District Division
200 N. Spring Street, 3rd Floor #395
Los Angeles, CA 90012
Office (213) 978-1122
Fax (213) 978-1130





Hollywood Route 66 PBID Formation Steering Committee Call

October 25, 2017
10:00am

Call in Number: (267) 930-4000
Code: 109-962-591#

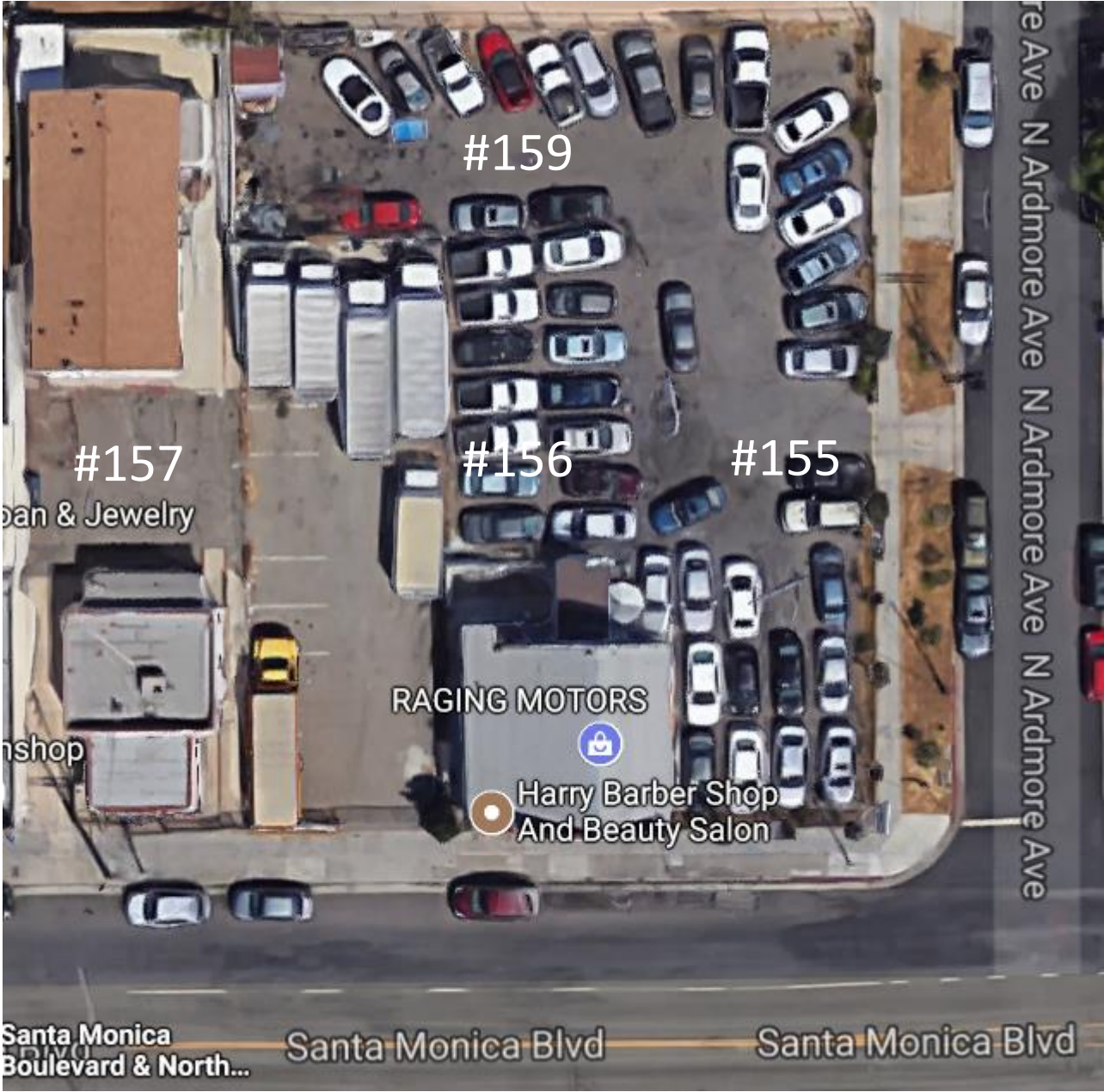
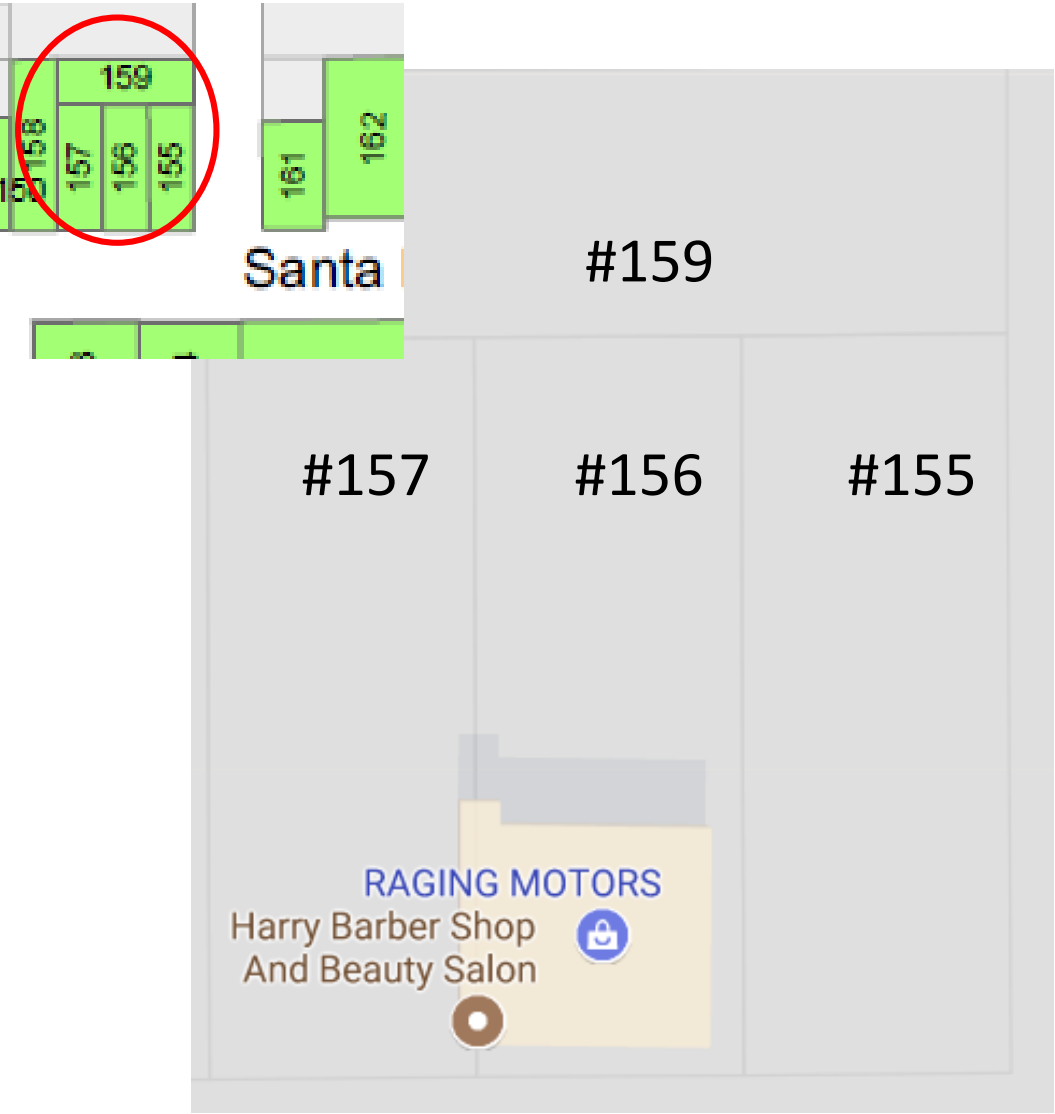
Agenda

1. Review & Recommendations of Non-Fronting parcels
2. Property Owner Survey Update
3. Open House – Oct 26th @ 4:30-7pm
4. Next Steps
 - a. Feasibility Study (Due October 2017)
 - i. Online Survey
 - ii. October Open House
 - b. Database of Property Owners (November 2017)
 - i. Assignments to Civitas by October 30th

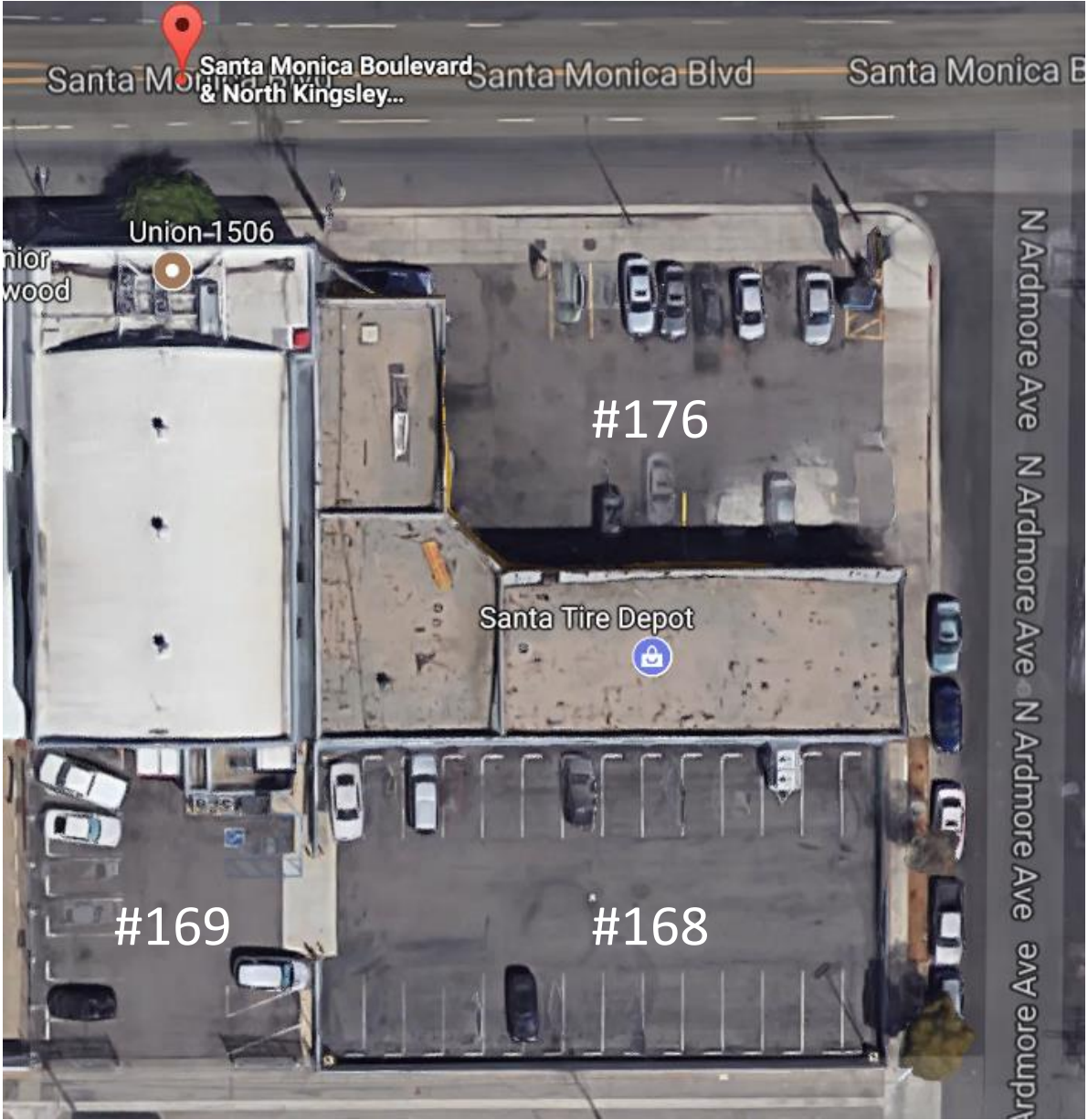
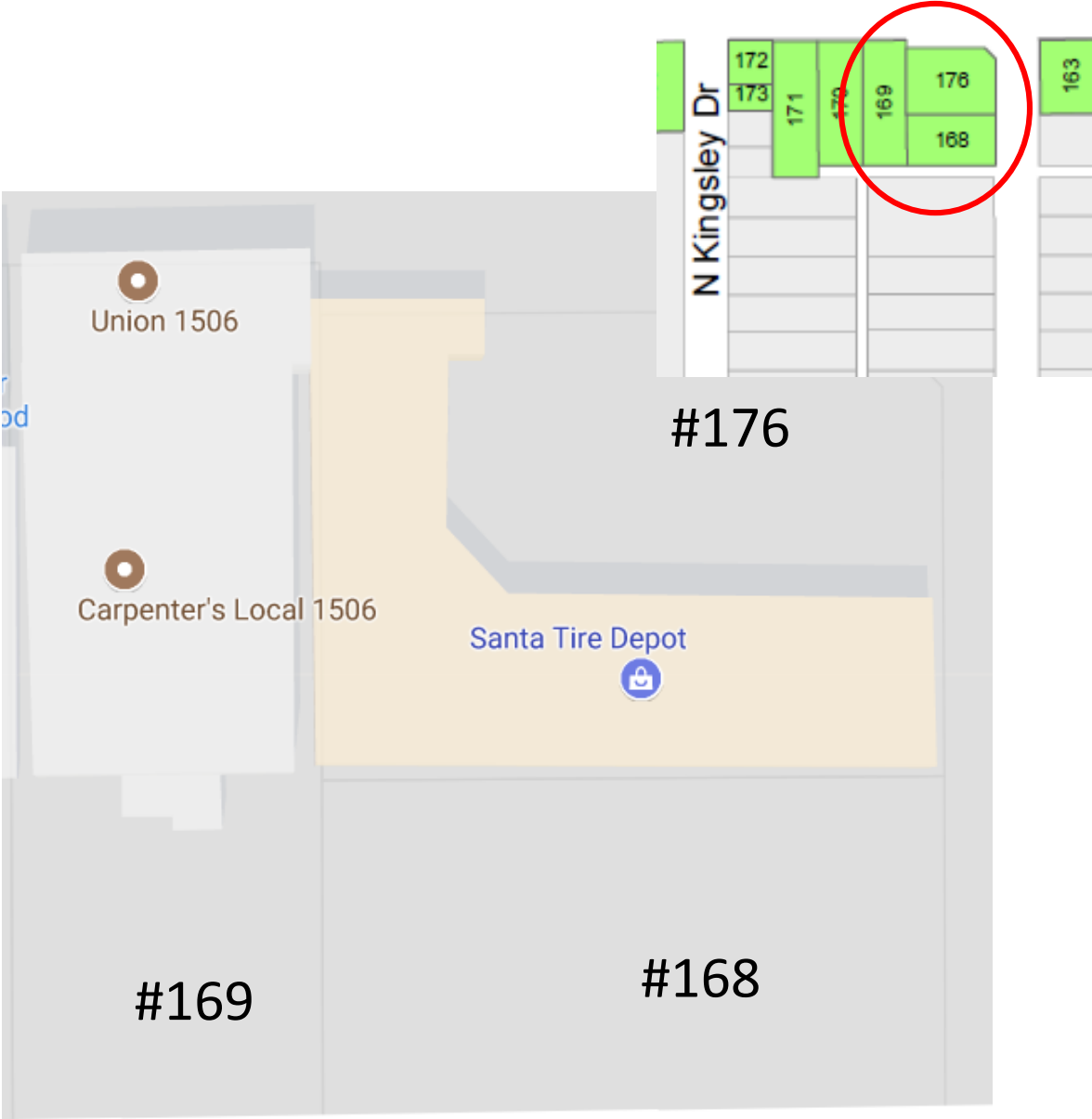
Hollywood Route 66 PBID

Non-Fronting Parcels

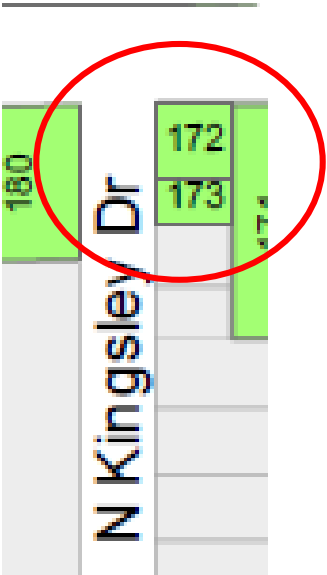
Map Key #155, #156 and #159 = Same Owner



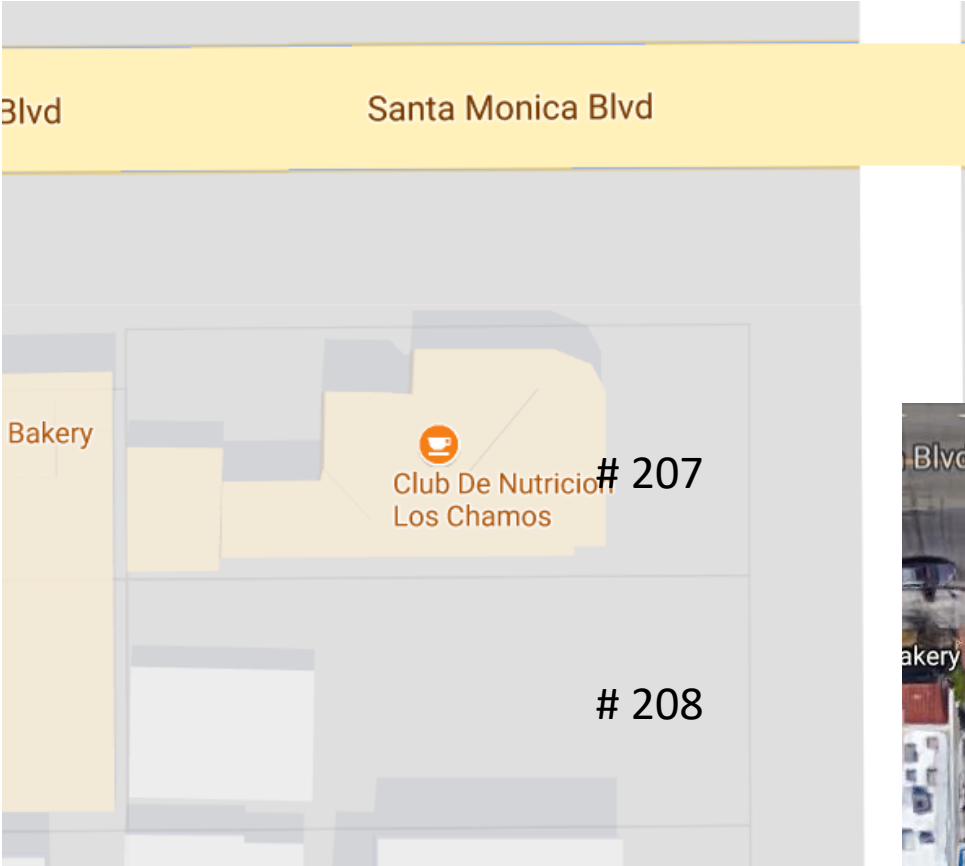
#168 and #169 = Same Owner, Share Parking Lot



Map Keys # 172 and #173 - Same Owner

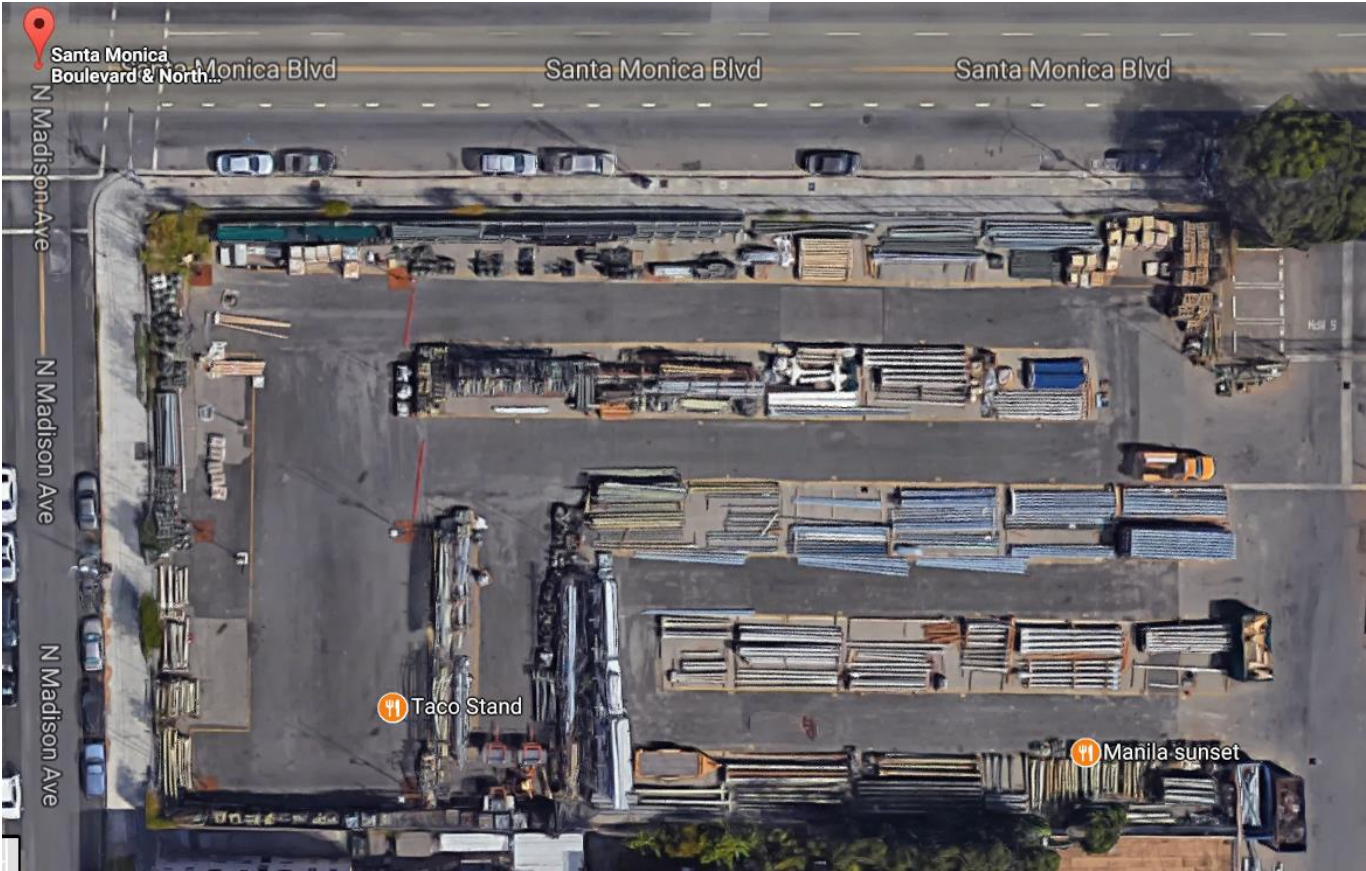
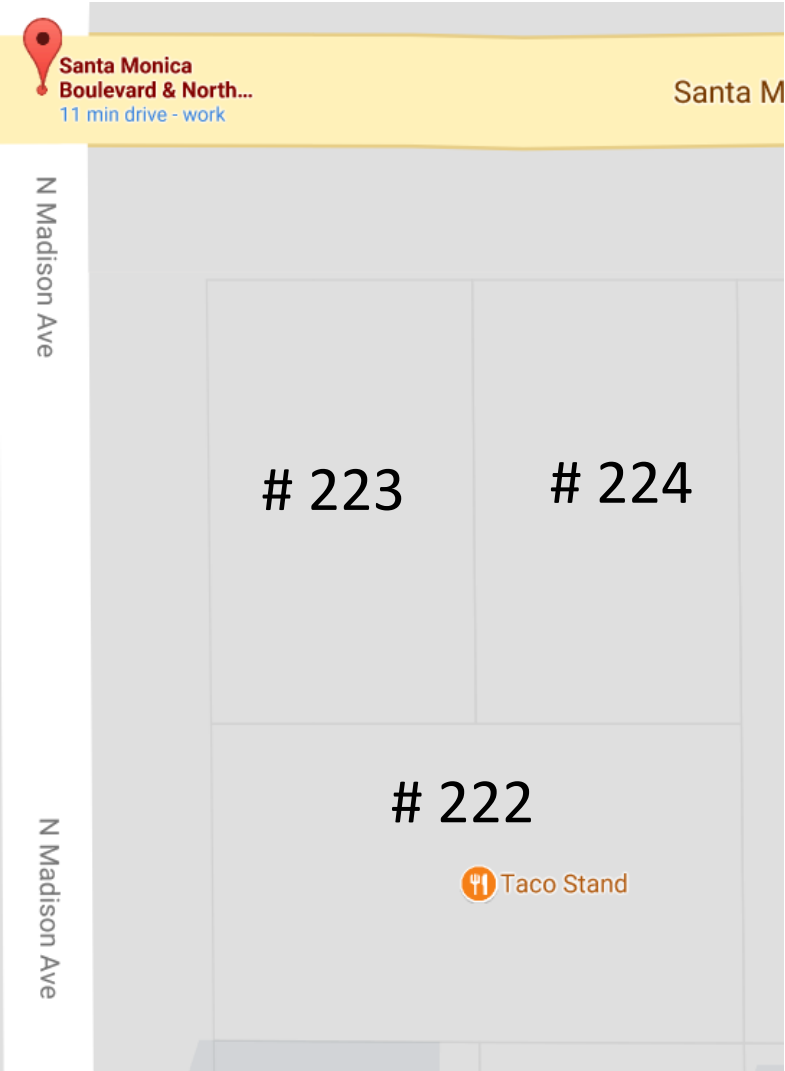
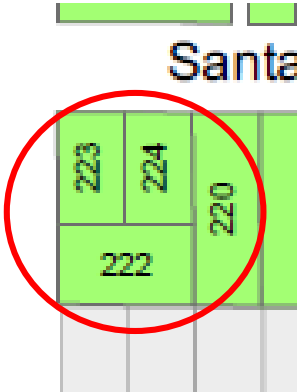


Map Keys # 207 and #208 = Same Owner

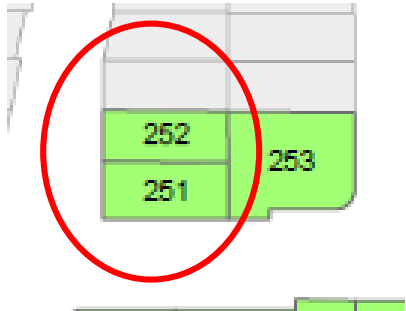


	207	211
208	208	

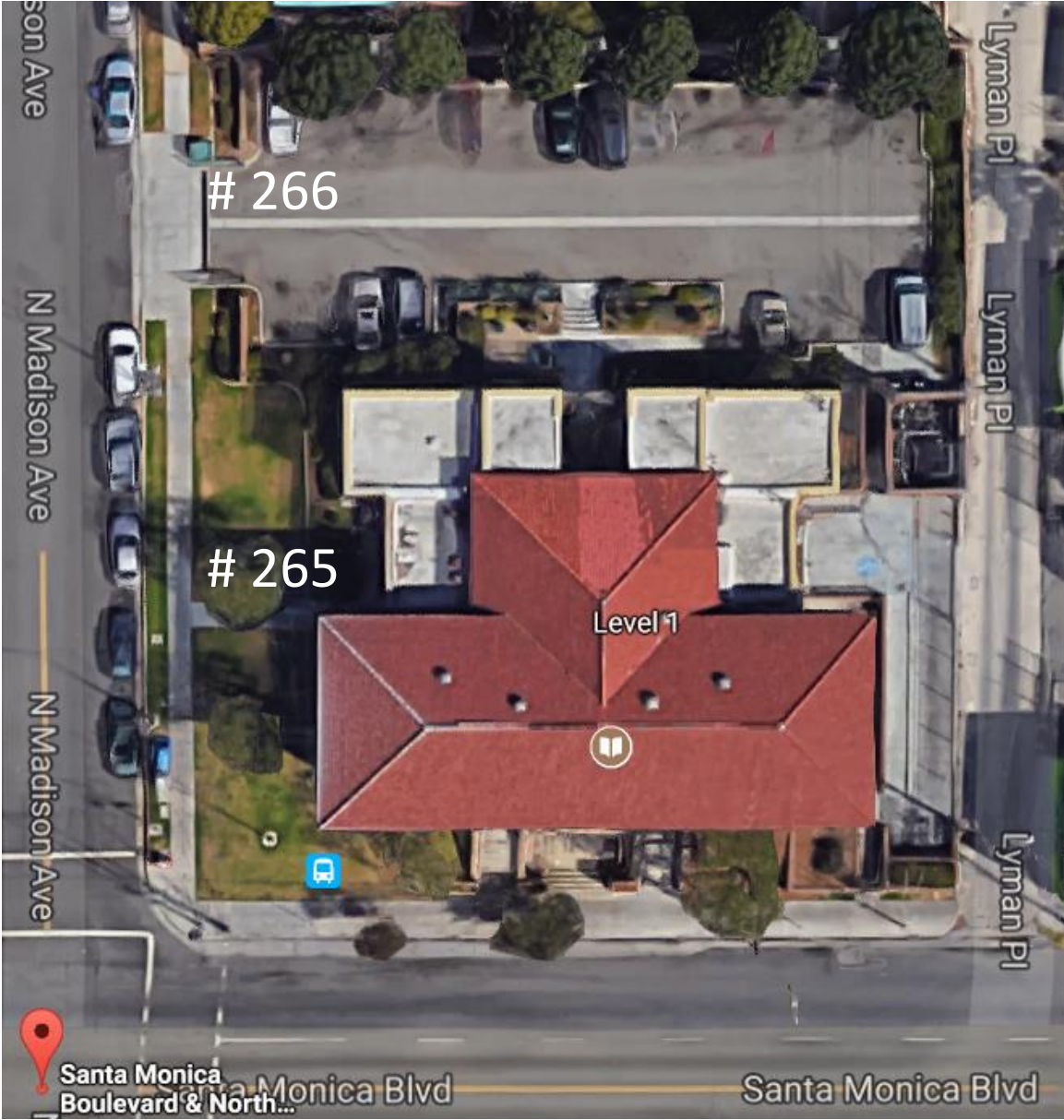
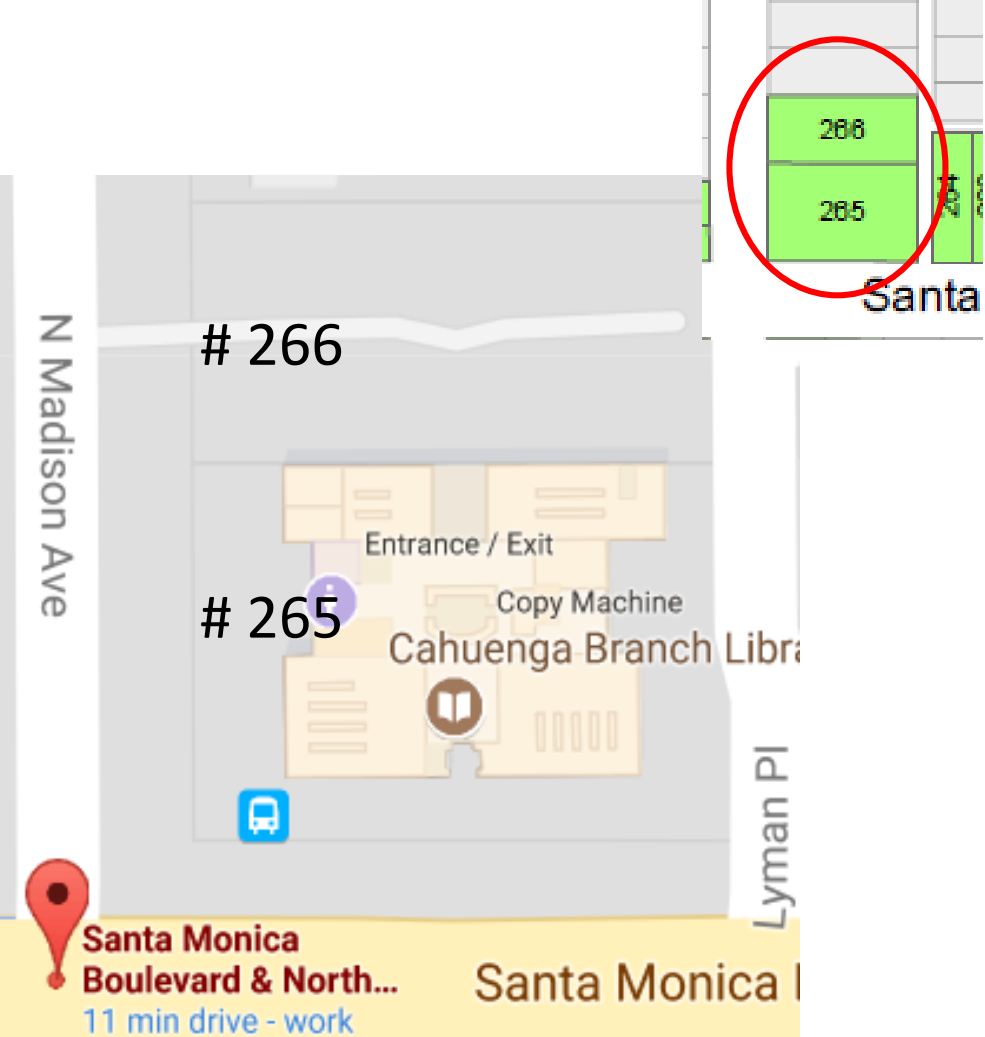
Map Keys #222, #223 and #224 (and #218 - #221) = Owned by City



Map Keys # 251 and #252 = Same Owner



Map Keys # 265 and #266 = Owned by City
Cahuenga Branch Library

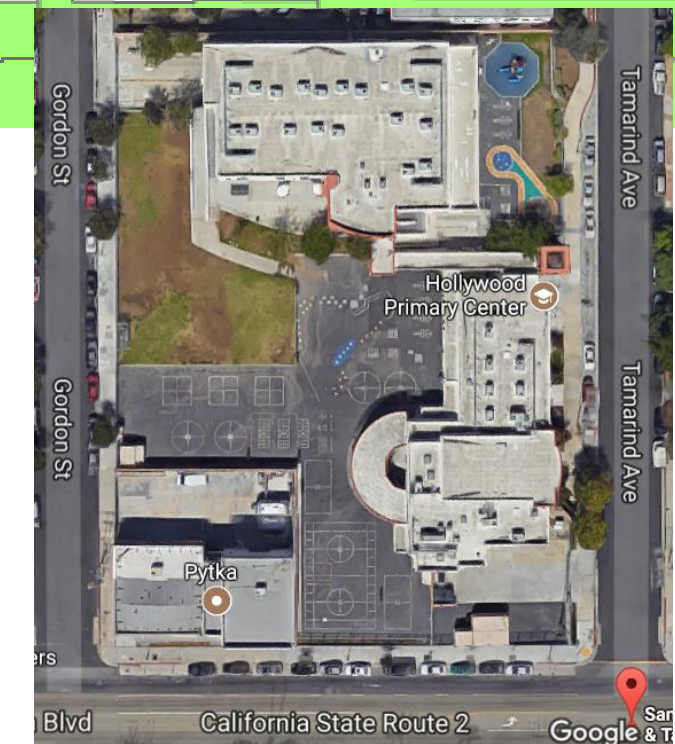
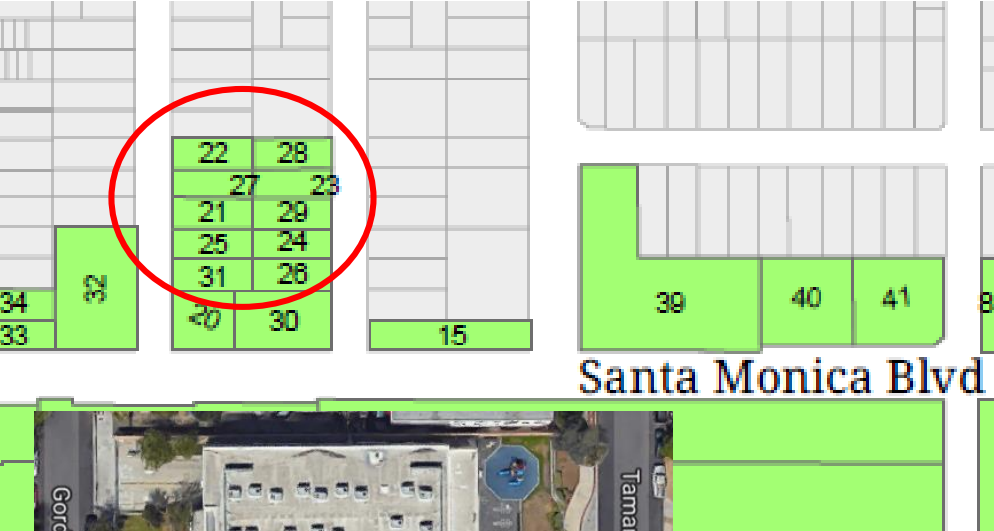


Map Keys #267 and #268 = Same Owner

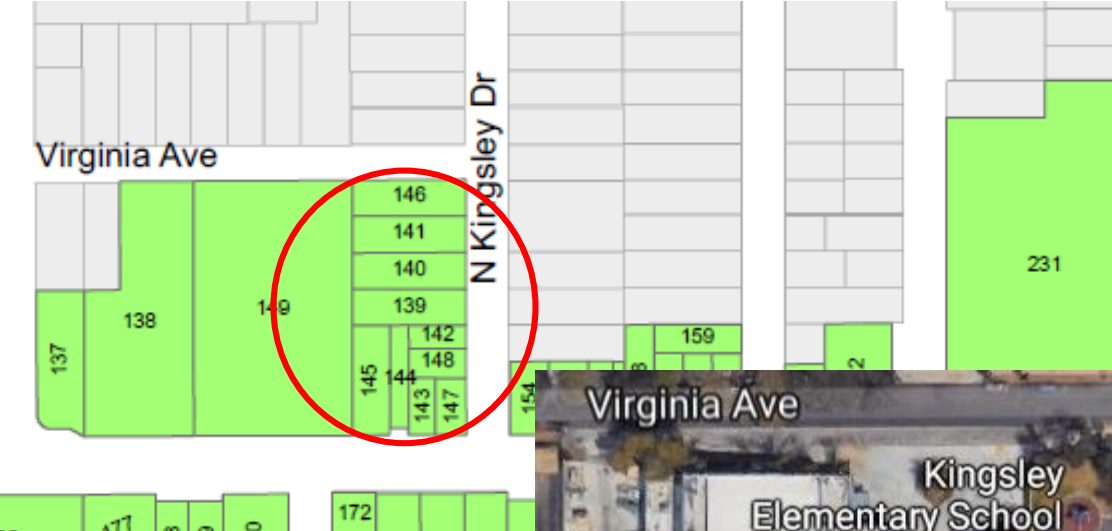


270	269	268
		267
2	2	

Parcels # 21-29, #31: Owner = LAUSD
Part of Hollywood Primary Center



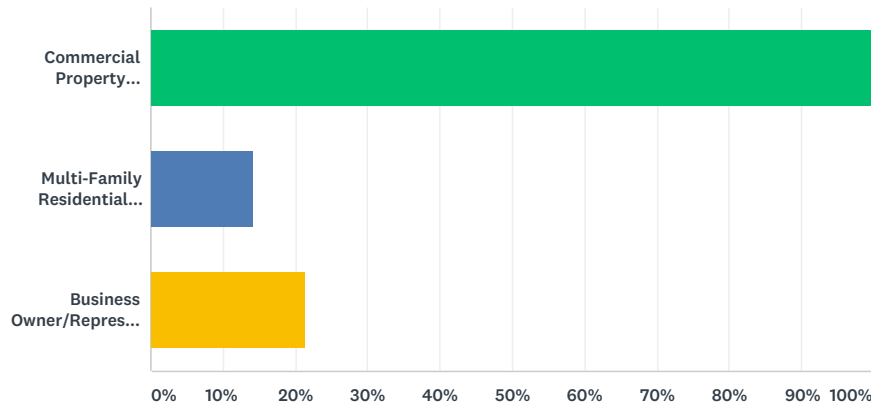
Parcels # 139-#142, #146, #148: Owner = LAUSD
Part of Kingsley Elementary School



HOLLYWOOD ROUTE 66 PBID SURVEY

Q1 Which of the following best describes you and/or your property along Hollywood Route 66?

Answered: 14 Skipped: 0

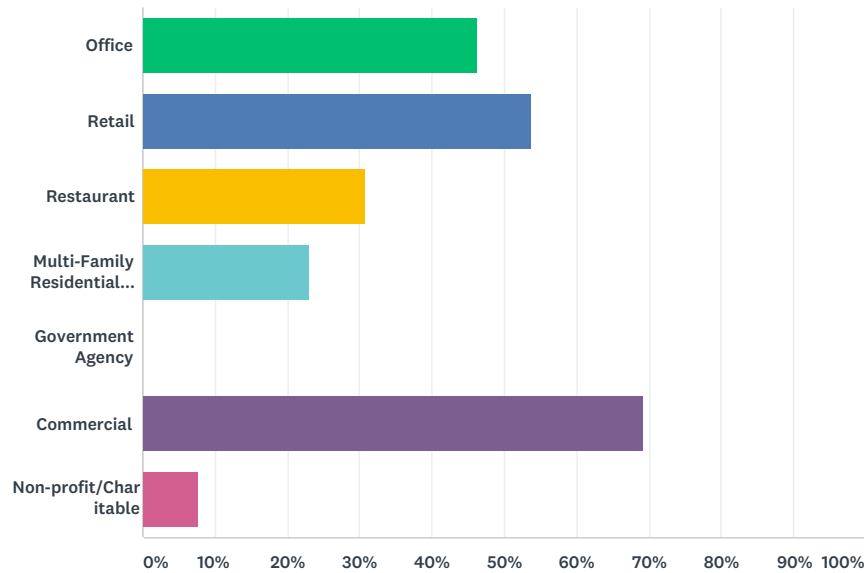


ANSWER CHOICES	RESPONSES	
Commercial Property Owner/Representative	100.00%	14
Multi-Family Residential Property Owner/Representative	14.29%	2
Business Owner/Representative	21.43%	3
Total Respondents: 14		

HOLLYWOOD ROUTE 66 PBID SURVEY

Q2 Which of the following types of businesses and/or uses occupy your property? Select all that apply

Answered: 13 Skipped: 1



ANSWER CHOICES	RESPONSES	
Office	46.15%	6
Retail	53.85%	7
Restaurant	30.77%	4
Multi-Family Residential (Apartment, Quadplex, etc.)	23.08%	3
Government Agency	0.00%	0
Commercial	69.23%	9
Non-profit/Charitable	7.69%	1
Total Respondents: 13		

HOLLYWOOD ROUTE 66 PBID SURVEY

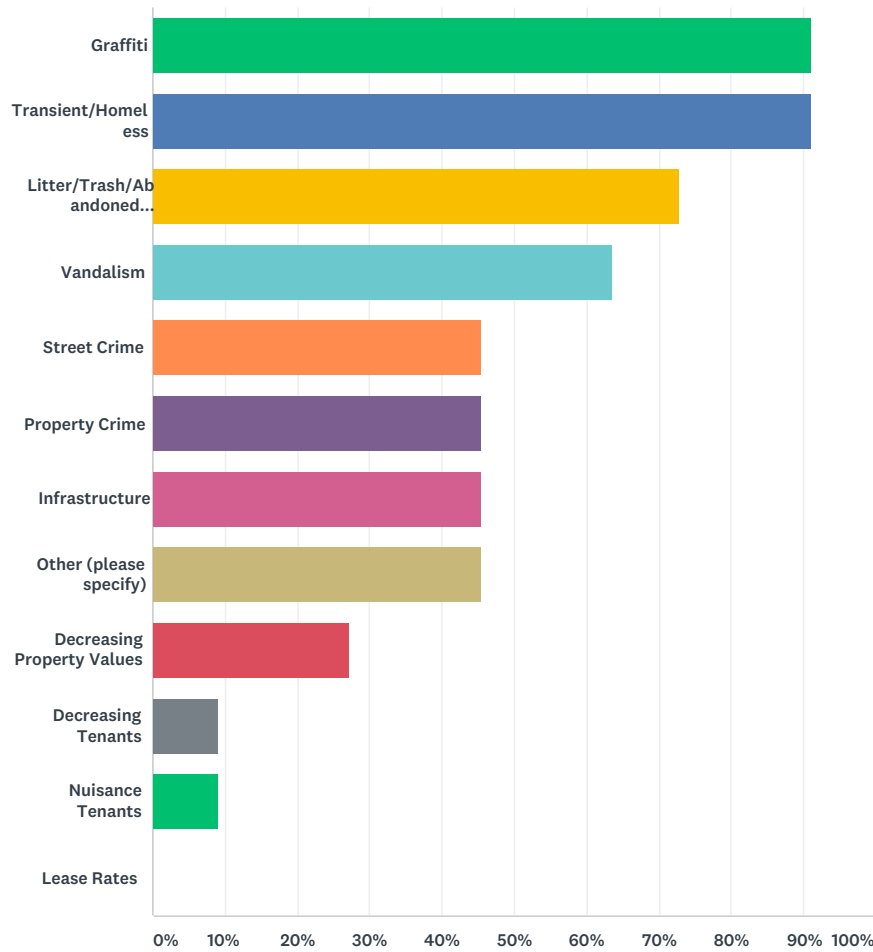
Q3 What is the address or AIN of the property you own/rent/lease?

Answered: 12 Skipped: 2

HOLLYWOOD ROUTE 66 PBID SURVEY

Q4 What do you see as a continued challenge for Hollywood Route 66? Select all that apply

Answered: 11 Skipped: 3

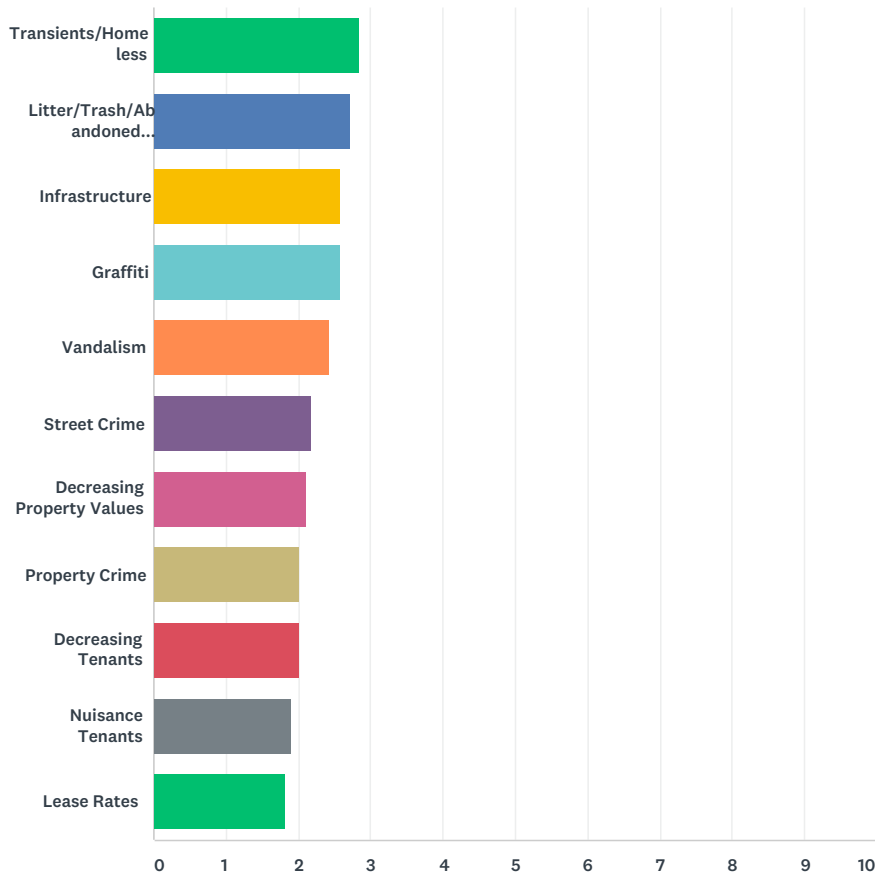


ANSWER CHOICES	RESPONSES	
Graffiti	90.91%	10
Transient/Homeless	90.91%	10
Litter/Trash/Abandoned Property	72.73%	8
Vandalism	63.64%	7
Street Crime	45.45%	5
Property Crime	45.45%	5
Infrastructure	45.45%	5
Other (please specify)	45.45%	5
Decreasing Property Values	27.27%	3
Decreasing Tenants	9.09%	1
Nuisance Tenants	9.09%	1
Lease Rates	0.00%	0
Total Respondents: 11		

HOLLYWOOD ROUTE 66 PBID SURVEY

Q5 What level of improvement along Hollywood Route 66 do you feel is needed in each of the following areas?

Answered: 14 Skipped: 0

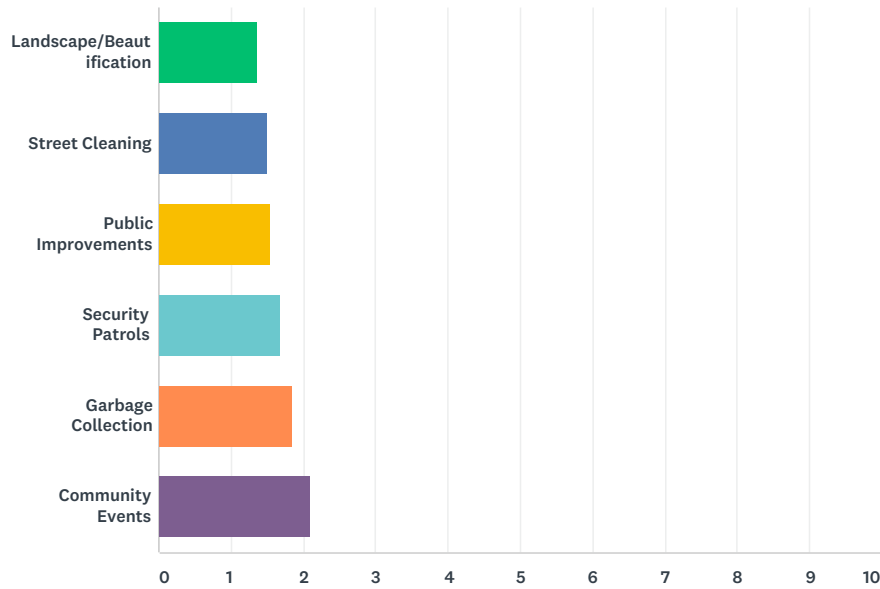


	NEEDS NO IMPROVEMENT	NEEDS SOME IMPROVEMENT	NEEDS GREAT IMPROVEMENT	TOTAL	WEIGHTED AVERAGE
Transients/Homeless	0.00% 0	15.38% 2	84.62% 11	13	2.85
Litter/Trash/Abandoned Property	0.00% 0	28.57% 4	71.43% 10	14	2.71
Infrastructure	0.00% 0	41.67% 5	58.33% 7	12	2.58
Graffiti	7.14% 1	28.57% 4	64.29% 9	14	2.57
Vandalism	0.00% 0	58.33% 7	41.67% 5	12	2.42
Street Crime	8.33% 1	66.67% 8	25.00% 3	12	2.17
Decreasing Property Values	22.22% 2	44.44% 4	33.33% 3	9	2.11
Property Crime	9.09% 1	81.82% 9	9.09% 1	11	2.00
Decreasing Tenants	25.00% 3	50.00% 6	25.00% 3	12	2.00
Nuisance Tenants	27.27% 3	54.55% 6	18.18% 2	11	1.91
Lease Rates	33.33% 4	50.00% 6	16.67% 2	12	1.83

HOLLYWOOD ROUTE 66 PBID SURVEY

Q6 How satisfied are you with these current services along Hollywood Route 66?

Answered: 14 Skipped: 0

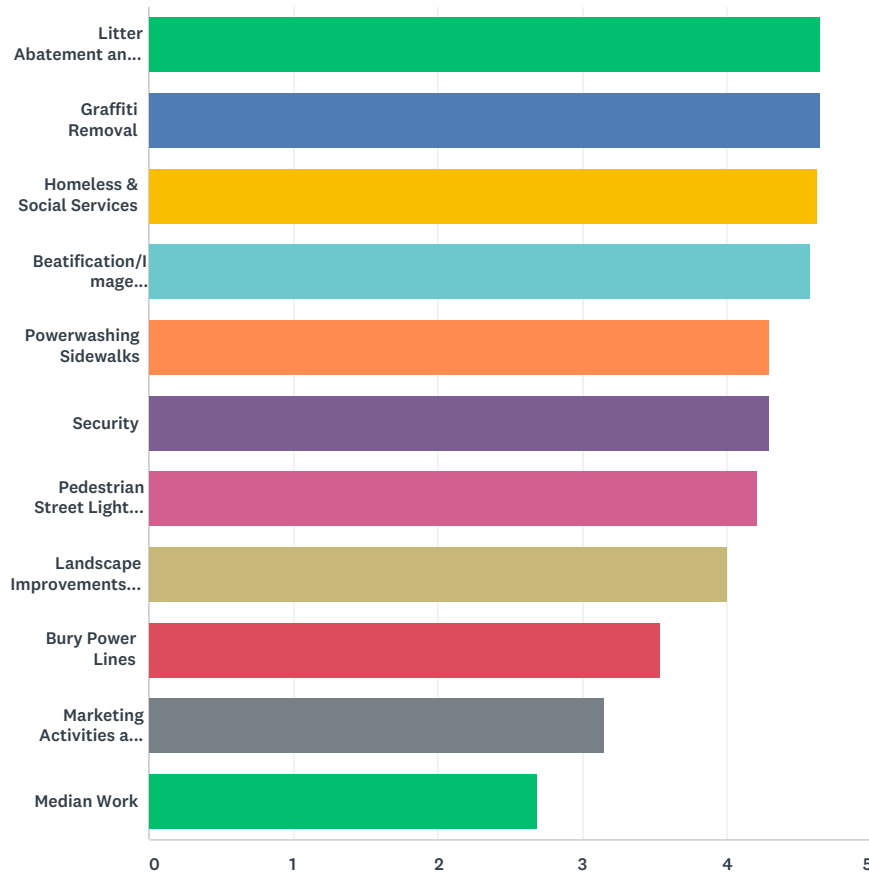


	UNSATISFIED	LESS THAN SATISFIED	SATISFIED	HIGHLY SATISFIED	GREATLY SATISFIED	TOTAL	WEIGHTED AVERAGE
Landscape/Beautification	64.29% 9	35.71% 5	0.00% 0	0.00% 0	0.00% 0	14	1.36
Street Cleaning	64.29% 9	21.43% 3	14.29% 2	0.00% 0	0.00% 0	14	1.50
Public Improvements	53.85% 7	38.46% 5	7.69% 1	0.00% 0	0.00% 0	13	1.54
Security Patrols	41.67% 5	50.00% 6	8.33% 1	0.00% 0	0.00% 0	12	1.67
Garbage Collection	38.46% 5	38.46% 5	23.08% 3	0.00% 0	0.00% 0	13	1.85
Community Events	36.36% 4	18.18% 2	45.45% 5	0.00% 0	0.00% 0	11	2.09

HOLLYWOOD ROUTE 66 PBID SURVEY

Q7 The following is a list of possible services the Hollywood Route 66 PBID can provide. Which of the following do you feel is important to the area? Feel free to add other possible services.

Answered: 14 Skipped: 0



	NOT IMPORTANT	LEAST IMPORTANT	IMPORTANT	SOMEWHAT IMPORTANT	VERY IMPORTANT	TOTAL
Litter Abatement and Installation of Trash Cans	0.00% 0	0.00% 0	14.29% 2	7.14% 1	78.57% 11	14
Graffiti Removal	0.00% 0	0.00% 0	14.29% 2	7.14% 1	78.57% 11	14
Homeless & Social Services	0.00% 0	0.00% 0	15.38% 2	7.69% 1	76.92% 10	13
Beatification/Image Enhancement	0.00% 0	0.00% 0	21.43% 3	0.00% 0	78.57% 11	14
Powerwashing Sidewalks	0.00% 0	0.00% 0	28.57% 4	14.29% 2	57.14% 8	14
Security	0.00% 0	0.00% 0	28.57% 4	14.29% 2	57.14% 8	14
Pedestrian Street Lighting Improvements	0.00% 0	7.14% 1	28.57% 4	0.00% 0	64.29% 9	14
Landscape Improvements & Maintenance	7.69% 1	0.00% 0	30.77% 4	7.69% 1	53.85% 7	13
Bury Power Lines	15.38% 2	7.69% 1	23.08% 3	15.38% 2	38.46% 5	13
Marketing Activities and Promotions	15.38% 2	15.38% 2	30.77% 4	15.38% 2	23.08% 3	13

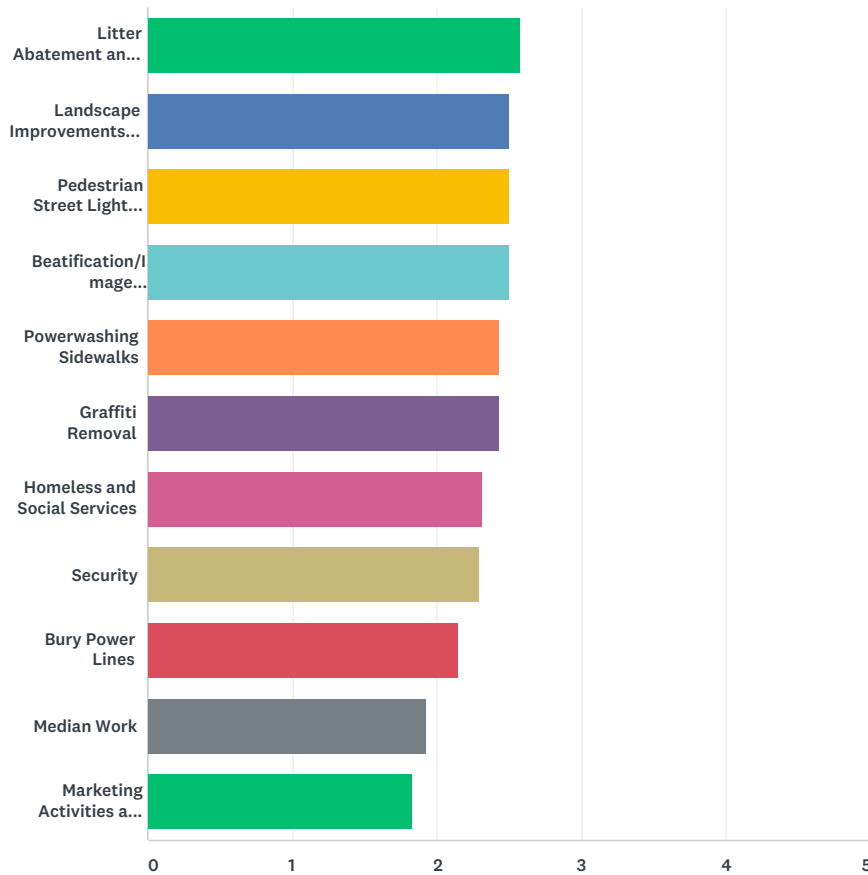
HOLLYWOOD ROUTE 66 PBID SURVEY

Median Work	38.46%	0.00%	30.77%	15.38%	15.38%	
	5	0	4	2	2	13

HOLLYWOOD ROUTE 66 PBID SURVEY

Q8 Would you be willing to pay an assessment to fund the services listed below?

Answered: 14 Skipped: 0



	YES	MAYBE	NO	TOTAL	WEIGHTED AVERAGE
Litter Abatement and Installation of Trash Cans	71.43% 10	14.29% 2	14.29% 2	14	2.57
Landscape Improvements & Maintenance	64.29% 9	21.43% 3	14.29% 2	14	2.50
Pedestrian Street Lighting Improvements	64.29% 9	21.43% 3	14.29% 2	14	2.50
Beatification/Image Enhancement	57.14% 8	35.71% 5	7.14% 1	14	2.50
Powerwashing Sidewalks	57.14% 8	28.57% 4	14.29% 2	14	2.43
Graffiti Removal	64.29% 9	14.29% 2	21.43% 3	14	2.43
Homeless and Social Services	46.15% 6	38.46% 5	15.38% 2	13	2.31
Security	42.86% 6	42.86% 6	14.29% 2	14	2.29
Bury Power Lines	50.00% 7	14.29% 2	35.71% 5	14	2.14
Median Work	38.46% 5	15.38% 2	46.15% 6	13	1.92
Marketing Activities and Promotions	25.00% 3	33.33% 4	41.67% 5	12	1.83

HOLLYWOOD ROUTE 66 PBID SURVEY

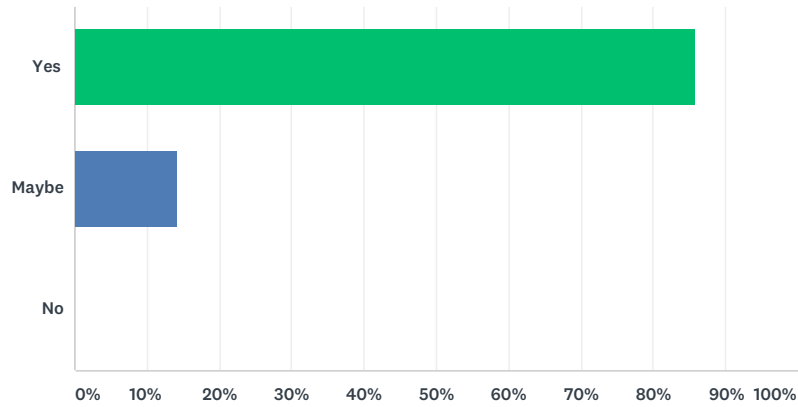
Q9 How much would you be willing to pay for the services?

Answered: 12 Skipped: 2

HOLLYWOOD ROUTE 66 PBID SURVEY

Q10 Would you consider signing a petition and ballot asking the City to form the Hollywood Route 66 PBID if it were designed to provide the services you identified as important in question 7?

Answered: 14 Skipped: 0

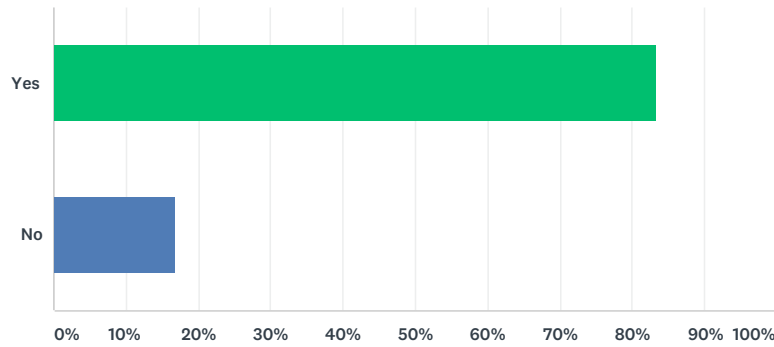


ANSWER CHOICES		RESPONSES	
Yes		85.71%	12
Maybe		14.29%	2
No		0.00%	0
TOTAL			14

HOLLYWOOD ROUTE 66 PBID SURVEY

Q11 Would you be interested in becoming more involved in the PBID formation process?

Answered: 12 Skipped: 2



ANSWER CHOICES		RESPONSES	
Yes		83.33%	10
No		16.67%	2
TOTAL			12

HOLLYWOOD ROUTE 66 PBID SURVEY

Q12 Are there any additional comments about the Hollywood Route 66 PBID you would like to share?

Answered: 5 Skipped: 9

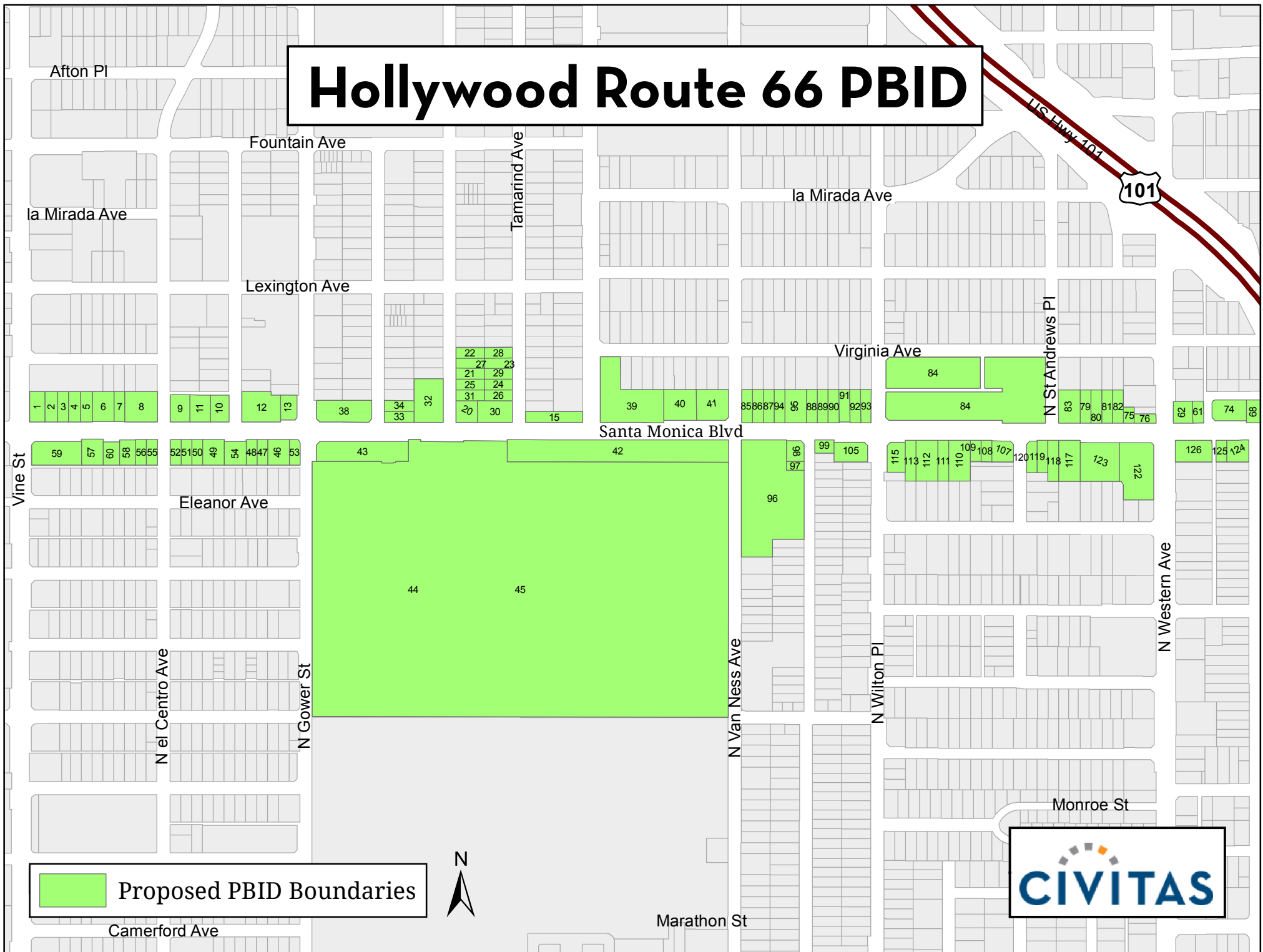
HOLLYWOOD ROUTE 66 PBID SURVEY

Q13 Contact Information: This information will only be used for purposes related to the Hollywood Route 66 PBID efforts.

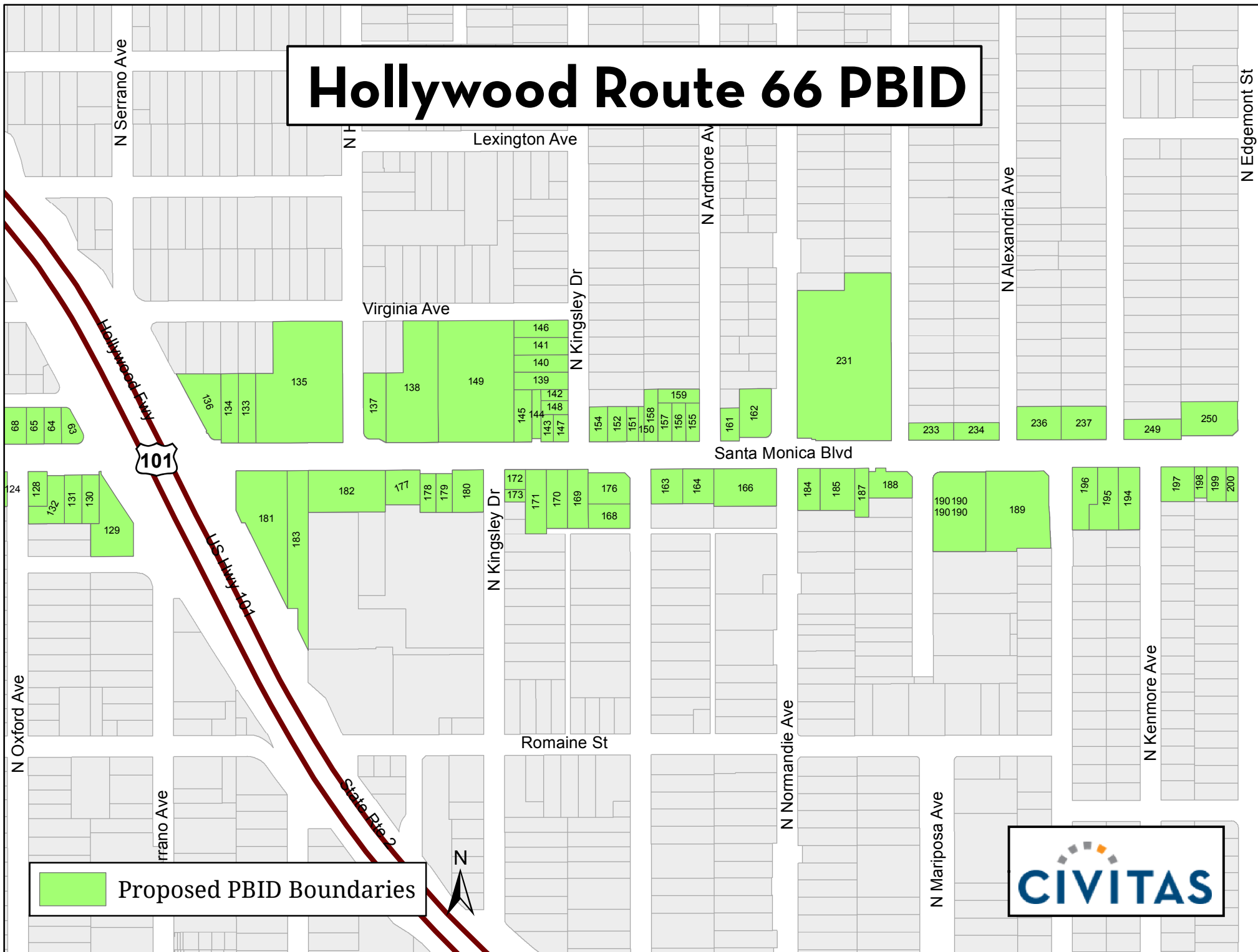
Answered: 13 Skipped: 1

ANSWER CHOICES	RESPONSES	
Name	100.00%	13
Company Name	69.23%	9
Email Address	100.00%	13
Mailing Address	76.92%	10
City, State, Zipcode	76.92%	10
Phone Number	84.62%	11

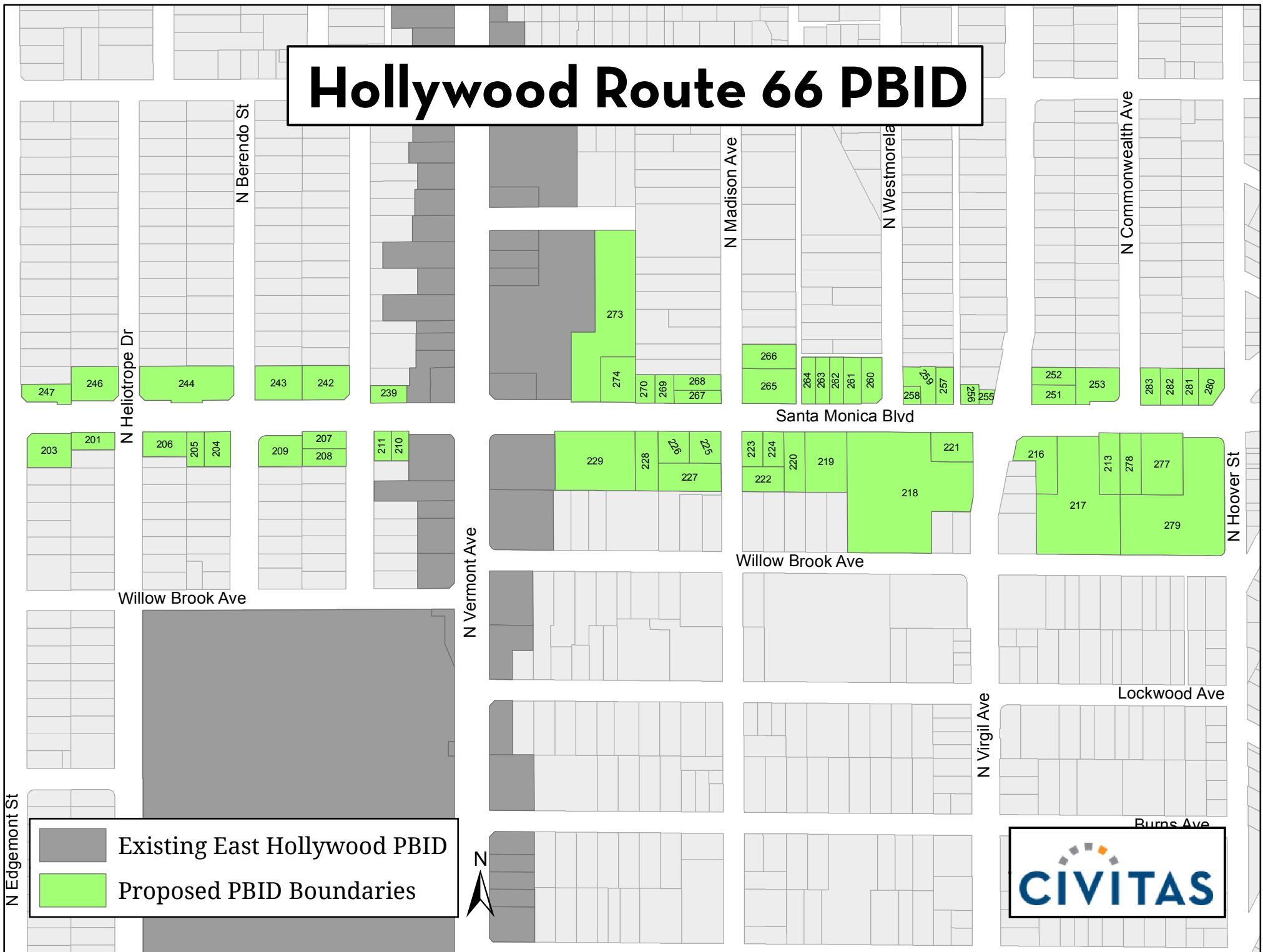
Hollywood Route 66 PBID



Hollywood Route 66 PBID



Hollywood Route 66 PBID





Hollywood Route 66 PBID Advanced Total by Owner (10/24/2017)

Total # of parcels: 231
Total # of owners: 148

POID	NAME	CONTACT	SIGNER	CONTACT EMAIL	CONTACT PHONE	SUPPORT	ASSIGNMENT
MAP KE	APN	SITE ADDRESS	LOT SQFT	BUILDING SQFT	LOT SQFT + BUILDING SQFT	%	PROPERTY NOTES
68	HOLLYWOOD FOREVER INC	TYLER CASSITY		tyler@hollywoodforever.com	323-469-1181	(S)	
44	5534020046	6000 SANTA MONICA BLVD	2,307,240	11,333	2,318,573	30.14%	
TOTAL: 2,318,573		%: 30.14%					
NOTES:							
92	L A UNIFIED SCHOOL DIST						
21	5534012900	1122 GORDON ST	6,505	3,857	10,362	0.13%	
22	5534012901	1130 GORDON ST	6,504	2,736	9,240	0.12%	
23	5534012902	1127 TAMARIND AVE	6,025	4,009	10,034	0.13%	
24	5534012903	1119 TAMARIND AVE	6,505	6,500	13,005	0.17%	
25	5534012904	1116 GORDON ST	6,505	6,500	13,005	0.17%	
26	5534012905	1111 TAMARIND AVE	6,505	7,136	13,641	0.18%	
27	5534012906	1126 GORDON ST	5,928	1,528	7,456	0.10%	
28	5534012907	1131 TAMARIND AVE	6,505	957	7,462	0.10%	
29	5534012908	1123 TAMARIND AVE	6,505	1,216	7,721	0.10%	
30	5534012909	5951 SANTA MONICA BLVD	16,009	6,486	22,495	0.29%	
31	5534012910	1112 GORDON ST	6,504	1,637	8,141	0.11%	
96	5536014900	1070 VAN NESS AVE	133,437	0	133,437	1.73%	missing bsf
97	5536014906	1051 RIDGEWOOD PL	3,202	0	3,202	0.04%	missing bsf
98	5536014907	5734 SANTA MONICA BLVD	7,680	3,870	11,550	0.15%	
139	5537009900	1117 KINGSLEY DR	7,822	6,816	14,638	0.19%	

POID	NAME		CONTACT	SIGNER	CONTACT EMAIL	CONTACT PHONE	SUPPORT	ASSIGNMENT
MAP KE	APN	SITE ADDRESS	LOT SQFT	BUILDING SQFT	LOT SQFT + BUILDING SQFT	%	PROPERTY NOTES	
140	5537009901	1121 KINGSLEY DR	7,822	4,284	12,106	0.16%		
141	5537009902	1127 KINGSLEY DR	7,822	2,868	10,690	0.14%		
142	5537009903	1109 KINGSLEY DR	2,543	0	2,543	0.03%	missing bsf	
143	5537009904	5205 SANTA MONICA BLVD	2,836	2,520	5,356	0.07%		
144	5537009905	0	3,649	0	3,649	0.05%	missing bsf	
145	5537009906	5211 SANTA MONICA BLVD	7,734	2,578	10,312	0.13%		
146	5537009907	1133 KINGSLEY DR	7,767	7,363	15,130	0.20%		
147	5537009908	5201 SANTA MONICA BLVD	3,312	2,268	5,580	0.07%		
148	5537009909	1107 KINGSLEY DR	3,185	992	4,177	0.05%		
149	5537009910	5227 SANTA MONICA BLVD	76,329	29,102	105,431	1.37%		
231	5540003900	1133 MARIPOSA AVE	123,182	0	123,182	1.60%	missing bsf	
TOTAL: 583,545		?: 7.58%						
NOTES:								
123	OMEGA CP1 LLC		BARRY PRITCHARD	barrypritchard@omegaci nemaprops.com		323-466-8201	(S)	
39	5534017021	5831 SANTA MONICA BLVD	59,106	116,040	175,146	2.28%		
85	5536013001	5759 SANTA MONICA BLVD	7,473	13,094	20,567	0.27%		
86	5536013002	5751 SANTA MONICA BLVD	7,641	15,200	22,841	0.30%		
87	5536013003	5745 SANTA MONICA BLVD	7,642	15,200	22,842	0.30%		
88	5536013005	5727 SANTA MONICA BLVD	7,643	7,200	14,843	0.19%		
89	5536013006	5721 SANTA MONICA BLVD	7,643	4,850	12,493	0.16%		
94	5536013024	5755 SANTA MONICA BLVD	7,642	15,200	22,842	0.30%		
95	5536013025	5731 SANTA MONICA BLVD	15,285	14,000	29,285	0.38%		
TOTAL: 320,859		?: 4.17%						
NOTES:								
91	L A CITY							

POID	NAME		CONTACT	SIGNER	CONTACT EMAIL	CONTACT PHONE	SUPPORT	ASSIGNMENT
MAP KE	APN	SITE ADDRESS	LOT SQFT	BUILDING SQFT	LOT SQFT + BUILDING SQFT	%	PROPERTY NOTES	
218	5539002900	4550 SANTA MONICA BLVD	99,724	0	99,724	1.30%	missing bsf	
219	5539002902	4574 SANTA MONICA BLVD	20,707	10,640	31,347	0.41%		
220	5539002903	4584 SANTA MONICA BLVD	10,327	10,330	20,657	0.27%		
221	5539002904	4500 SANTA MONICA BLVD	10,092	10,210	20,302	0.26%		
222	5539002905	1018 MADISON AVE	8,606	0	8,606	0.11%	empty lot	
223	5539002906	4594 SANTA MONICA BLVD	5,999	4,152	10,151	0.13%		
224	5539002907	4590 SANTA MONICA BLVD	6,000	4,294	10,294	0.13%		
265	5542027900	0	15,406	0	15,406	0.20%	missing bsf	
266	5542027901	1112 MADISON AVE	10,679	4,488	15,167	0.20%		
TOTAL: 231,654		%: 3.01%						
NOTES:								
9	5601 5667 SANTA MONICA BLVD LA		JURI RIPINSKY		jrgroups@aol.com	310-253-9998	(S)	
84	5536012017		205,100	0	205,100	2.67%	missing bsf	
TOTAL: 205,100		%: 2.67%						
NOTES:								
54	EXCEL INVESTMENTS							
42	5534020034	5830 SANTA MONICA BLVD	104,383	52,081	156,464	2.03%		
TOTAL: 156,464		%: 2.03%						
NOTES:								
175	WILLOW BROOK VILLA							
217	5539001023	4341 WILLOW BROOK AVE	61,147	62,558	123,705	1.61%		
TOTAL: 123,705		%: 1.61%						
NOTES:								
163	SUN REAL ESTATE INVESTMENTS LLC							
182	5537020029	5230 SANTA MONICA BLVD	26,546	39,240	65,786	0.86%		
183	5537020036	0	26,530	26,500	53,030	0.69%		

POID	NAME		CONTACT	SIGNER	CONTACT EMAIL	CONTACT PHONE	SUPPORT	ASSIGNMENT
MAP KE	APN	SITE ADDRESS	LOT SQFT	BUILDING SQFT	LOT SQFT + BUILDING SQFT	%	PROPERTY NOTES	
TOTAL: 118,816		?: 1.54%						
NOTES:								
55	EXTRA SPACE PROPERTIES TWENTY		DEREK BERGEON	dbergeon@extraspace.com	213-215-6210	(S)		
40	5534017022	5823 SANTA MONICA BLVD	21,416	71,700	93,116	1.21%		
41	5534017023	5801 SANTA MONICA BLVD	21,022	0	21,022	0.27%	bsf on adjacent parcel	
TOTAL: 114,138		?: 1.48%						
NOTES:								
48	DECMAC DEVELOPERS LLC		STEVEN STARK	sstark@jonsmarketplace.com	323-460-4646	(S)		
135	5537008020	5311 SANTA MONICA BLVD	79,924	33,440	113,364	1.47%		
TOTAL: 113,364		?: 1.47%						
NOTES:								
141	ARCHDIOCESE OF L A EDUC AND		REV RODEL BALAGTAS	odey413@aol.com	323-660-0034	(S)		
189	5538002034	4970 SANTA MONICA BLVD	41,429	12,897	54,326	0.71%		
194	5538011012	4950 SANTA MONICA BLVD	11,161	6,124	17,285	0.22%		
195	5538011013	4952 SANTA MONICA BLVD	12,659	8,129	20,788	0.27%		
196	5538011016	4954 SANTA MONICA BLVD	11,218	7,057	18,275	0.24%		
TOTAL: 110,674		?: 1.44%						
NOTES:								
165	THREE N SANTA MONICA LLC		LARRY NEUBERG	larryneuberg@nnigroup.com	323-769-4861	(S)		
20	5534012025	5975 SANTA MONICA BLVD	10,010	4,500	14,510	0.19%		
32	5534014010	6001 SANTA MONICA BLVD	27,010	20,060	47,070	0.61%		
33	5534014011	6011 SANTA MONICA BLVD	6,752	13,500	20,252	0.26%		
34	5534014012	6025 SANTA MONICA BLVD	6,752	20,250	27,002	0.35%		
TOTAL: 108,834		?: 1.41%						
NOTES:								
67	HARVEY TP III LLC							

POID	NAME		CONTACT	SIGNER	CONTACT EMAIL	CONTACT PHONE	SUPPORT	ASSIGNMENT
MAP KE	APN	SITE ADDRESS	LOT SQFT	BUILDING SQFT	LOT SQFT + BUILDING SQFT	%	PROPERTY NOTES	
112	5536018022	5640 SANTA MONICA BLVD	18,866	57,664	76,530	0.99%		
113	5536018023	5660 SANTA MONICA BLVD	9,428	9,500	18,928	0.25%		
TOTAL: 95,458		?: 1.24%						
NOTES:								
131	PARVIZ ACQUISITIONS LLC							
181	5537020027	5300 SANTA MONICA BLVD	36,845	58,377	95,222	1.24%		
TOTAL: 95,222		?: 1.24%						
NOTES:								
107	MARIPOSA PLACE APARTMENTS LP		WILLIAM F HARRIS	bharris@hollywoodhousing.org		323-469-0710	(S)	
190	5538002036	1050 MARIPOSA AVE	8,643	59,246	67,889	0.88%		
190	5538002037	5040 SANTA MONICA BLVD	8,643	2,201	10,844	0.14%		
190	5538002038	5030 SANTA MONICA BLVD	8,643	331	8,974	0.12%		
TOTAL: 87,707		?: 1.14%						
NOTES:								
145	SANTA MONICA HOLDINGS LTD		CLIFFORD A COLE	cliff@colecommercial.com		323-962-2366	(S)	
12	5534008011	6121 SANTA MONICA BLVD	24,455	32,953	57,408	0.75%		
54	5534021030	6150 SANTA MONICA BLVD	10,970	7,960	18,930	0.25%		
TOTAL: 76,338		?: 0.99%						
NOTES:								
155	SKBB INVESTMENTS							
273	5542029036	4619 SANTA MONICA BLVD	57,623	18,361	75,984	0.99%		
TOTAL: 75,984		?: 0.99%						
NOTES:								
179	EL CENTRO LORETTO LP		THERESA MEDINA	elcentro@jsco.net		323-662-2760	(S)	
279	5539001025	1021 N HOOVER ST	70,404	0	70,404	0.92%	missing bsf	

POID	NAME		CONTACT		SIGNER	CONTACT EMAIL	CONTACT PHONE	SUPPORT	ASSIGNMENT
MAP KE	APN	SITE ADDRESS		LOT SQFT	BUILDING SQFT		LOT SQFT + BUILDING SQFT	%	PROPERTY NOTES
TOTAL: 70,404		%:	0.92%						
NOTES:									
167	UNION DISCOUNT LTD			BOO SUN KIM	vichlandkim@yahoo.com		323-663-4095	(S)	
229	5539003014	4632 SANTA MONICA BLVD		38,996	24,696		63,692	0.83%	
TOTAL: 63,692		%:	0.83%						
NOTES:									
164	SUPERIOR INVESTMENTS								
122	5536019024	1075 WESTERN AVE		40,649	21,901		62,550	0.81%	
TOTAL: 62,550		%:	0.81%						
NOTES:									
143	S AND H INVESTMENT								
43	5534020036	6060 SANTA MONICA BLVD		39,430	22,983		62,413	0.81%	
TOTAL: 62,413		%:	0.81%						
NOTES:									
117	MOUSHOUL,JAMES E CO TR			JAMES MOUSHOUL	jim@jemmotors.com		310-560-3700	(S)	
163	5537018001	5130 SANTA MONICA BLVD		9,089	6,684		15,773	0.21%	
164	5537018002	5122 SANTA MONICA BLVD		9,000	4,950		13,950	0.18%	
170	5537019005	5170 SANTA MONICA BLVD		10,225	14,220		24,445	0.32%	
TOTAL: 54,168		%:	0.70%						
NOTES:									
13	6161 SANTA MONICA ASSOCIATES LTD			CLIFFORD A COLE	cliff@colecommercial.com		323-962-2366	(S)	
9	5534007010	6175 SANTA MONICA BLVD		11,250	1,180		12,430	0.16%	
11	5534007020	6161 SANTA MONICA BLVD		11,846	29,000		40,846	0.53%	
TOTAL: 53,276		%:	0.69%						
NOTES:									
43	CUBBAGE PATCH LLC								
2	5534005002	6249 SANTA MONICA BLVD		8,399	3,920		12,319	0.16%	

POID	NAME		CONTACT	SIGNER	CONTACT EMAIL	CONTACT PHONE	SUPPORT	ASSIGNMENT
MAP KE	APN	SITE ADDRESS		LOT SQFT	BUILDING SQFT	LOT SQFT + BUILDING SQFT	%	PROPERTY NOTES
6	5534005006	6223 SANTA MONICA BLVD		13,700	11,008	24,708	0.32%	
7	5534005007	0		6,850	6,500	13,350	0.17%	
TOTAL: 50,377		%:	0.65%					
NOTES:								
7	5520 SANTA MONICA BLVD LLC							
123	5536019029	5530 SANTA MONICA BLVD		32,325	18,042	50,367	0.65%	
TOTAL: 50,367		%:	0.65%					
NOTES:								
3	4849 SANTA MONICA BOULEVARD LLC			FREDERICK J S	fred@linocity.com	323-469-0063	(S)	
244	5540024024	1107 BERENDO ST		26,783	21,540	48,323	0.63%	
TOTAL: 48,323		%:	0.63%					
NOTES:								
162	STEIGER,ADRIANNE TR							
177	5537020004	5220 SANTA MONICA BLVD		9,966	15,816	25,782	0.34%	
178	5537020005	0		5,225	5,734	10,959	0.14%	
179	5537020006	5210 SANTA MONICA BLVD		5,224	5,734	10,958	0.14%	
TOTAL: 47,699		%:	0.62%					
NOTES:								
64	GINDI,MAGDI R CO TR			MAGDI GINDI	mngindi@yahoo.com	323-463-6881	(S)	
62	5536010002	5481 SANTA MONICA BLVD		9,000	14,968	23,968	0.31%	
162	5537017026	5101 SANTA MONICA BLVD		12,751	10,061	22,812	0.30%	
TOTAL: 46,780		%:	0.61%					
NOTES:								
41	CJ INVESTMENT PARTNERS							
110	5536018020	5624 SANTA MONICA BLVD		18,885	27,864	46,749	0.61%	
TOTAL: 46,749		%:	0.61%					
NOTES:								

POID	NAME	CONTACT	SIGNER	CONTACT EMAIL	CONTACT PHONE	SUPPORT	ASSIGNMENT
MAP KE	APN	SITE ADDRESS	LOT SQFT	BUILDING SQFT	LOT SQFT + BUILDING SQFT	%	PROPERTY NOTES
135	PTAG PROPERTIES LLC		PETROS TAGLYAN	hjt521@gmail.com	323-251-4490	(S)	
138	5537009036	5243 SANTA MONICA BLVD	45,023	0	45,023	0.59%	missing bsf; new building?
TOTAL: 45,023		0.59%					
NOTES:							
183	ZAKARIAN ANDRANIK AND FLORA TRSZAKARIAN ANDRANIK AND FLORA TRS ZAKARIAN FAMILY TRUST						
277	5539001001	4414 SANTA MONICA BLVD	21,193	13,155	34,348	0.45%	
278	5539001002	4424 SANTA MONICA BLVD	10,572	0	10,572	0.14%	no visible building; 6000 on assessor
TOTAL: 44,920		0.58%					
NOTES:							
28	BH LLC						
8	5534005008	6201 SANTA MONICA BLVD	21,000	21,691	42,691	0.55%	assessor bsf
TOTAL: 42,691		0.55%					
NOTES:							
170	VERMONT PLAZA HOLDINGS LLC		YOUSEF LALEZARIAN	joe@foxwhole	323-665-8000	(S)	
184	5538001001	0	7,835	7,800	15,635	0.20%	
185	5538001002	5066 SANTA MONICA BLVD	12,057	11,200	23,257	0.30%	
TOTAL: 38,892		0.51%					
NOTES:							
168	UNITED BROTHERHOOD OF C AND J OF						
168	5537019002	0	8,434	8,400	16,834	0.22%	
169	5537019004	5160 SANTA MONICA BLVD	10,228	10,624	20,852	0.27%	
TOTAL: 37,686		0.49%					
NOTES:							
88	KOCHMAN,SAM CO TR						
1	5534005001	1106 VINE ST	9,829	27,500	37,329	0.49%	

POID	NAME		CONTACT		SIGNER	CONTACT EMAIL	CONTACT PHONE	SUPPORT	ASSIGNMENT
MAP KE		APN	SITE ADDRESS		LOT SQFT	BUILDING SQFT	LOT SQFT + BUILDING SQFT	%	PROPERTY NOTES
TOTAL:		37,329	%%:	0.49%					
NOTES:									
59	FIRST VINE REALTY LLC				DAVID MORAY	rmrproperties@hotmail.com	310-274-7832*	(S)	
59	5534022031	6238 SANTA MONICA BLVD		25,156	11,414	36,570	0.48%		
TOTAL:		36,570	%%:	0.48%					
NOTES:									
85	KIM,BANG J TR				MARGARET PAK	pak4home@yahoo.com	323-734-4000	(S)	
83	5536011017	5539 SANTA MONICA BLVD		15,290	20,400	35,690	0.46%		Assessor bsf
TOTAL:		35,690	%%:	0.46%					
NOTES:									
76	JRP MANAGEMENT CO LLC								
126	5536023022	1096 WESTERN AVE		16,812	18,148	34,960	0.45%		
TOTAL:		34,960	%%:	0.45%					
NOTES:									
114	MMZ APARTMENT INVESTMENTS LLC				MORRIE ZAGHA	mmzagha@gmail.com	323-913-1061	(S)	
68	5536010020	5425 SANTA MONICA BLVD		6,931	27,192	34,123	0.44%		
TOTAL:		34,123	%%:	0.44%					
NOTES:									
42	CUBBAGE FIELD LLC								
46	5534021002	6104 SANTA MONICA BLVD		11,966	11,416	23,382	0.30%		
47	5534021003	6118 SANTA MONICA BLVD		5,983	3,750	9,733	0.13%		
TOTAL:		33,115	%%:	0.43%					
NOTES:									
60	FIVE RIVERS LLC								
38	5534016025	6061 SANTA MONICA BLVD		25,282	7,232	32,514	0.42%		
TOTAL:		32,514	%%:	0.42%					
NOTES:									
39	CHAPLIN STUDIOS LLC				DANNY POURRAHMANI	danny@tsitextile.com	213-765-3334	(S)	

POID	NAME	CONTACT	SIGNER	CONTACT EMAIL	CONTACT PHONE	SUPPORT	ASSIGNMENT
MAP KE	APN	SITE ADDRESS	LOT SQFT	BUILDING SQFT	LOT SQFT + BUILDING SQFT	%	PROPERTY NOTES
171	5537019006	5176 SANTA MONICA BLVD	11,127	20,889	32,016	0.42%	
TOTAL: 32,016		%: 0.42%					
NOTES:							
137	RASHIDI, JAHANGIR AND SEDA TRS		SEDA RASHIDI	seda@sedasprinting.com	323-469-1034	(S)	
133	5537008015	5327 SANTA MONICA BLVD	9,990	2,574	12,564	0.16%	
134	5537008016	5331 SANTA MONICA BLVD	9,990	8,462	18,452	0.24%	
TOTAL: 31,016		%: 0.40%					
NOTES:							
57	FELDMAN, LEONARD S TR						
166	5537018004	5100 SANTA MONICA BLVD	19,536	10,750	30,286	0.39%	
TOTAL: 30,286		%: 0.39%					
NOTES:							
126	PACIFIC CAPITAL LLC		MEHRAN ESHTIAGHPOUR	marysinai@yahoo.com	810-652-4466	(S)	
92	5536013009	5707 SANTA MONICA BLVD	7,645	7,500	15,145	0.20%	
93	5536013010	5705 SANTA MONICA BLVD	7,368	6,600	13,968	0.18%	
TOTAL: 29,113		%: 0.38%					
NOTES:							
101	LILIRAM LLC		IRADJ KAYVAN	kayvan@chelseacarpets.com	310-303-9330	(S)	
117	5536019005	5536 SANTA MONICA BLVD	18,944	10,000	28,944	0.38%	
TOTAL: 28,944		%: 0.38%					
NOTES:							
148	SAVITSKY, STEVEN CO TR						
227	5539003003	1019 MADISON AVE	14,399	14,400	28,799	0.37%	
TOTAL: 28,799		%: 0.37%					
NOTES:							
97	LAKATOSH, GABE CO TR		GABE LAKATOSH	gabe@d2v.com	213-999-2611	(S)	
10	5534007014	6151 SANTA MONICA BLVD	10,695	18,060	28,755	0.37%	

POID	NAME		CONTACT	SIGNER	CONTACT EMAIL	CONTACT PHONE	SUPPORT	ASSIGNMENT
MAP KE	APN	SITE ADDRESS	LOT SQFT	BUILDING SQFT	LOT SQFT + BUILDING SQFT	%	PROPERTY NOTES	
TOTAL: 28,755		0.37%						
NOTES:								
104	M AND M ADVANCE INVESTMENTS LLC							
130	5536024010	5416 SANTA MONICA BLVD	6,987	7,000	13,987	0.18%		
131	5536024011	5420 SANTA MONICA BLVD	6,987	7,500	14,487	0.19%		
TOTAL: 28,474		0.37%						
NOTES:								
115	MOJFAR LLC		FRED FARIVAR	fredfarivar@millenniums hoes.com	310-540-1785	(S)		
124	5536023010	5448 SANTA MONICA BLVD	10,015	18,141	28,156	0.37%		
TOTAL: 28,156		0.37%						
NOTES:								
149	SERRANO AVE LP							
74	5536010400	5465 SANTA MONICA BLVD	14,863	12,046	26,909	0.35%		
TOTAL: 26,909		0.35%						
NOTES:								
108	MARKLEY,EDWARD D AND		ROB MARKLEY	myteem32@aol.com	323-469-1584	(S)		
81	5536011015	5523 SANTA MONICA BLVD	7,647	5,000	12,647	0.16%	building on Google	
82	5536011016	5517 SANTA MONICA BLVD	7,647	5,000	12,647	0.16%		
TOTAL: 25,294		0.33%						
NOTES:								
87	KK KATHY LLC		TOM W LEE	twlee711@hotmail.com	323-395-8568	(S)		
251	5542025001	4475 SANTA MONICA BLVD	7,067	0	7,067	0.09%	bsf on adjacent parcel	
252	5542025002	1110 VIRGIL AVE	6,250	11,680	17,930	0.23%		
TOTAL: 24,997		0.32%						
NOTES:								
158	SMC AND ASSOCIATES LLC		KENNETH K CHAN	nswgroup11@gmail.co m	323-464-0750	(S)		
57	5534022023	6232 SANTA MONICA BLVD	11,982	0	11,982	0.16%	parking lot	

POID	NAME		CONTACT	SIGNER	CONTACT EMAIL	CONTACT PHONE	SUPPORT	ASSIGNMENT
MAP KE	APN	SITE ADDRESS	LOT SQFT	BUILDING SQFT	LOT SQFT + BUILDING SQFT	%	PROPERTY NOTES	
60	5534022034	6222 SANTA MONICA BLVD	8,085	4,250	12,335	0.16%		
TOTAL: 24,317		0.32%						
NOTES:								
178	ZGK KASSABIAN PARTNERSHIP							
250	5540028018	4901 SANTA MONICA BLVD	15,823	8,488	24,311	0.32%		
TOTAL: 24,311		0.32%						
NOTES:								
46	DANIELIAN,VANIK J AND		JOHN DANIELIAN	karhbagh@sbcglobal.net	323-707-0707	(S)		
136	5537008024	5337 SANTA MONICA BLVD	14,837	8,911	23,748	0.31%		
TOTAL: 23,748		0.31%						
NOTES:								
65	GOLDDIGGERS LLC							
111	5536018021	5628 SANTA MONICA BLVD	9,437	14,093	23,530	0.31%		
TOTAL: 23,530		0.31%						
NOTES:								
30	BRAHNA PROPERTIES LLC		GEVOKE TERMEICAL		213-300-0040	(S)		
246	5540026018	4855 SANTA MONICA BLVD	13,078	9,380	22,458	0.29%		
TOTAL: 22,458		0.29%						
NOTES:								
66	GRAHM,RUTH TR		MARY PEREZ	mperez@frontpeach.net	323-661-1128	(S)		
180	5537020025	5206 SANTA MONICA BLVD	10,944	10,973	21,917	0.28%		
TOTAL: 21,917		0.28%						
NOTES:								
53	ESHTIAGHPOUR,YOUSEF AND MEHRAN		MEHRAN ESHTIAGHPOUR	joesinai@yahoo.com	810-652-4466	(S)		
105	5536017034	5700 SANTA MONICA BLVD	13,851	7,409	21,260	0.28%		
TOTAL: 21,260		0.28%						
NOTES:								

POID	NAME		CONTACT	SIGNER	CONTACT EMAIL	CONTACT PHONE	SUPPORT	ASSIGNMENT
MAP KE	APN	SITE ADDRESS	LOT SQFT	BUILDING SQFT	LOT SQFT + BUILDING SQFT	%	PROPERTY NOTES	
6	5255 SANTA MONICA BLVD LLC		IVAN CREGGER	iwcregger@yahoo.com		818-848-0557	(S)	
137	5537009033	5255 SANTA MONICA BLVD	12,377	8,775	21,152	0.27%		
TOTAL: 21,152		%: 0.27%						
NOTES:								
105	MAKASJIAN,EDWARD AND ROSE TRS		AL MAKASJIAN			562-244-7005	(S)	
155	5537015030	0	4,406	0	4,406	0.06%	car lot	
156	5537015031	5153 SANTA MONICA BLVD	4,406	2,186	6,592	0.09%		
159	5537015034	1111 ARDMORE AVE	4,801	4,800	9,601	0.12%		
TOTAL: 20,599		%: 0.27%						
NOTES:								
5	4910 SANTA MONICA LLC		WILLIAM HULEIS	nhuleis@yahoo.com		818-406-4951	(S)	
197	5538012001	1040 KENMORE AVE	9,721	4,850	14,571	0.19%		
198	5538012010	4910 SANTA MONICA BLVD	3,147	2,870	6,017	0.08%		
TOTAL: 20,588		%: 0.27%						
NOTES:								
83	KERIAN,STEVE AND ALICE TRS							
15	5534010010	5901 SANTA MONICA BLVD	13,259	7,220	20,479	0.27%		
TOTAL: 20,479		%: 0.27%						
NOTES:								
86	KIRIKIAN,KRIKOR H TR							
243	5540022018	4775 SANTA MONICA BLVD	13,200	7,173	20,373	0.26%		
TOTAL: 20,373		%: 0.26%						
NOTES:								
132	PATEL,BALUBHAI G TR		DIPAK BHAVSAR			323-666-3785	(S)	
228	5539003004	4620 SANTA MONICA BLVD	11,063	9,152	20,215	0.26%		
TOTAL: 20,215		%: 0.26%						
NOTES:								
127	PALOMAR APARTMENTS LP		WILLIAM F HARRIS	bharris@hollywoodhousing.org		323-469-0710	(S)	

POID	NAME		CONTACT	SIGNER	CONTACT EMAIL	CONTACT PHONE	SUPPORT	ASSIGNMENT
MAP KE	APN	SITE ADDRESS	LOT SQFT	BUILDING SQFT	LOT SQFT + BUILDING SQFT	%	PROPERTY NOTES	
61	5536010001	5473 SANTA MONICA BLVD	5,001	15,000	20,001	0.26%		
TOTAL: 20,001		0.26%						
NOTES:								
10	5616 SANTA MONICA LLC							
108	5536018017	5612 SANTA MONICA BLVD	4,949	5,000	9,949	0.13%		
109	5536018019	5616 SANTA MONICA BLVD	4,946	5,000	9,946	0.13%		
TOTAL: 19,895		0.26%						
NOTES:								
169	VERMONT HOLLYWOOD ASSOCIATES L P							
274	5542029037	4629 SANTA MONICA BLVD	12,967	6,561	19,528	0.25%		
TOTAL: 19,528		0.25%						
NOTES:								
93	LA KRETZ,MORTON TR ET AL		SCOTT DE SANO		scott@desantopizza.com	323-913-7000	(S)	
237	5540009008	4955 SANTA MONICA BLVD	12,480	6,888	19,368	0.25%		
TOTAL: 19,368		0.25%						
NOTES:								
152	SIERRA VISTA 1 LLC							
129	5536024008	0	19,108	0	19,108	0.25%	empty lot	
TOTAL: 19,108		0.25%						
NOTES:								
177	ZAKARIAN,ANDRANIK CO TR							
213	5539001003	4430 SANTA MONICA BLVD	10,557	8,378	18,935	0.25%		
TOTAL: 18,935		0.25%						
NOTES:								
44	D AND S ELCO LLC							
253	5542025036	4471 SANTA MONICA BLVD	12,334	6,340	18,674	0.24%		
TOTAL: 18,674		0.24%						
NOTES:								

POID	NAME	CONTACT	SIGNER	CONTACT EMAIL	CONTACT PHONE	SUPPORT	ASSIGNMENT
MAP KE	APN	SITE ADDRESS	LOT SQFT	BUILDING SQFT	LOT SQFT + BUILDING SQFT	%	PROPERTY NOTES
19	ASHAMALLA,GAMIL AND JEANETTE TRS	NELLIE HAICK			323-666-1034	(S)	
203	5538019017	4862 SANTA MONICA BLVD	12,065	6,392	18,457	0.24%	
	TOTAL: 18,457	%: 0.24%					
NOTES:							
84	KHORRAMIAN,HAMID	HAMID KHORRAMIAN			323-464-5633	(S)	
90	5536013007	5717 SANTA MONICA BLVD	7,644	10,704	18,348	0.24%	
	TOTAL: 18,348	%: 0.24%					
NOTES:							
78	KANTARJIAN,THERESA						
157	5537015032	5161 SANTA MONICA BLVD	4,405	4,400	8,805	0.11%	
158	5537015033	5165 SANTA MONICA BLVD	6,007	3,428	9,435	0.12%	
	TOTAL: 18,240	%: 0.24%					
NOTES:							
121	NOHO MODERN LLC	THOMAS HAYES		info@thomashayesgallery.com	323-463-4434	(S)	
49	5534021007	6154 SANTA MONICA BLVD	11,972	6,184	18,156	0.24%	
	TOTAL: 18,156	%: 0.24%					
NOTES:							
56	FADLON,ISACK AND	ISACK FADLON		isackf@spertiela.com	310-205-9555	(S)	
4	5534005004	6235 SANTA MONICA BLVD	7,700	10,113	17,813	0.23%	
	TOTAL: 17,813	%: 0.23%					
NOTES:							
11	5656 SANTA MONICA PLAZA LLC						
115	5536018027	5656 SANTA MONICA BLVD	11,429	6,023	17,452	0.23%	
	TOTAL: 17,452	%: 0.23%					
NOTES:							
47	DAVILA,PEDRO P	CARLOS CRUZ			323-791-3084	(S)	
207	5538021001	4750 SANTA MONICA BLVD	6,250	3,592	9,842	0.13%	

POID	NAME		CONTACT	SIGNER	CONTACT EMAIL	CONTACT PHONE	SUPPORT	ASSIGNMENT
MAP KE	APN	SITE ADDRESS	LOT SQFT	BUILDING SQFT	LOT SQFT + BUILDING SQFT	%	PROPERTY NOTES	
208	5538021002	1037 NEW HAMPSHIRE AVE	6,248	1,107	7,355	0.10%		
TOTAL: 17,197		0.22%						
NOTES:								
120	NGU,STEVEN AND STEFANIE T TRS							
188	5538001043	5060 SANTA MONICA BLVD	9,649	7,500	17,149	0.22%		
TOTAL: 17,149		0.22%						
NOTES:								
98	LE HO AND HO PARTNERSHIP		DON HO	home_wash2006@yahoo.com	310-527-3800	(S)		
258	5542026042	4545 SANTA MONICA BLVD	2,537	2,500	5,037	0.07%		
259	5542026044	4537 SANTA MONICA BLVD	7,516	4,390	11,906	0.15%		
TOTAL: 16,943		0.22%						
NOTES:								
89	KOO,JIN SANG		KOO JIN SANG	santaauto@hotmail.com	323-663-2133	(S)		
176	5537019035	5150 SANTA MONICA BLVD	10,706	5,761	16,467	0.21%		
TOTAL: 16,467		0.21%						
NOTES:								
110	MEGDAL SILVER LAKES LLC		TOM W LEE	twlee711@hotmail.com	323-395-8568	(S)		
216	5539001020	4460 SANTA MONICA BLVD	13,997	2,400	16,397	0.21%		
TOTAL: 16,397		0.21%						
NOTES:								
138	REYES PROPERTIES LLC		ANTOLIO REYES	gualtebake@hotmail.com	323-663-8307	(S)		
209	5538021020	1036 BERENDO ST	10,923	5,412	16,335	0.21%		
TOTAL: 16,335		0.21%						
NOTES:								
62	G AND S BROS LLC		SAM KAMALMAZYAN	samuelk2000@yahoo.com	323-219-9876	(S)		
152	5537015015	5173 SANTA MONICA BLVD	5,502	4,950	10,452	0.14%		

POID	NAME		CONTACT	SIGNER	CONTACT EMAIL	CONTACT PHONE	SUPPORT	ASSIGNMENT
MAP KE	APN	SITE ADDRESS	LOT SQFT	BUILDING SQFT	LOT SQFT + BUILDING SQFT	%	PROPERTY NOTES	
154	5537015017	0	5,305	238	5,543	0.07%		
TOTAL: 15,995		0.21%						
NOTES:								
58	FEO ENTERPRISES L P							
249	5540028009	4921 SANTA MONICA BLVD	9,521	6,282	15,803	0.21%		
TOTAL: 15,803		0.21%						
NOTES:								
20	AUZENE,LARRY A JR AND							
233	5540006011	1104 MARIPOSA AVE	6,500	1,762	8,262	0.11%		
234	5540006012	5015 SANTA MONICA BLVD	6,548	800	7,348	0.10%		
TOTAL: 15,610		0.20%						
NOTES:								
100	LEE,JOO S		BOO SUN KIM		vichlandkim@yahoo.com	323-663-4095	(S)	
267	5542029021	4601 SANTA MONICA BLVD	5,078	2,940	8,018	0.10%		
268	5542029022	1107 MADISON AVE	5,893	1,170	7,063	0.09%		
TOTAL: 15,081		0.20%						
NOTES:								
40	CITY OF STARS COLLISION CENTER		ERIC SIMONIAN		csc7777@aol.com	323-665-5700	(S)	
242	5540022017	4751 SANTA MONICA BLVD	13,077	1,865	14,942	0.19%		
TOTAL: 14,942		0.19%						
NOTES:								
77	KALOUSTIAN,SHARAM AND LUCY TRS		SHARAM KALOUSTAIN		hoseps@sbcglobal.net	323-460-5262	(S)	
13	5534008015	6115 SANTA MONICA BLVD	8,575	6,220	14,795	0.19%		
TOTAL: 14,795		0.19%						
NOTES:								
23	BARCAY,EDITH TR							
79	5536011013	5531 SANTA MONICA BLVD	7,648	6,708	14,356	0.19%		

POID	NAME	CONTACT	SIGNER	CONTACT EMAIL	CONTACT PHONE	SUPPORT	ASSIGNMENT
MAP KE	APN	SITE ADDRESS	LOT SQFT	BUILDING SQFT	LOT SQFT + BUILDING SQFT	%	PROPERTY NOTES
TOTAL:	14,356	%: 0.19%					
NOTES:							
69	HOLLYWOOD COMMUNITY HOUSING						
190	5538002039	5020 SANTA MONICA BLVD	8,643	5,168	13,811	0.18%	
TOTAL:	13,811	%: 0.18%					
NOTES:							
151	SHOKRI,DARIUS M		DARIUS M SHOKRI		818-341-2600	(S)	
206	5538020021	4820 SANTA MONICA BLVD	8,762	4,970	13,732	0.18%	
TOTAL:	13,732	%: 0.18%					
NOTES:							
154	SINCLAIR PROPERTIES I LLC AND		ROBERT SINCLAIR	bob@highpointranch.com	805-245-0937	(S)	
107	5536018015	5600 SANTA MONICA BLVD	9,495	4,218	13,713	0.18%	
TOTAL:	13,713	%: 0.18%					
NOTES:							
129	PARAMOUNT RECORDING STUDIOS INC		ADAM BALENSON	info@paramontrecording.com	323-465-4000	(S)	
3	5534005003	6245 SANTA MONICA BLVD	6,999	6,550	13,549	0.18%	
TOTAL:	13,549	%: 0.18%					
NOTES:							
72	HOVSEPIAN,KRIKOR AND MAGDA TRS		KRIKOR HOVSEPIAN	kghjetling@aol.com	310-420-0498	(S)	
118	5536019006	5546 SANTA MONICA BLVD	9,467	4,040	13,507	0.18%	
TOTAL:	13,507	%: 0.18%					
NOTES:							
50	DULTENHAVER,LINDA L TR		SCOTT DE SANO	scott@desantopizza.com	323-913-7000	(S)	
236	5540009007	4969 SANTA MONICA BLVD	12,307	1,140	13,447	0.17%	
TOTAL:	13,447	%: 0.17%					
NOTES:							

POID	NAME	CONTACT	SIGNER	CONTACT EMAIL	CONTACT PHONE	SUPPORT	ASSIGNMENT
MAP KE	APN	SITE ADDRESS	LOT SQFT	BUILDING SQFT	LOT SQFT + BUILDING SQFT	%	PROPERTY NOTES
112	METZIDIS,CHARLES TR						
48	5534021004	6122 SANTA MONICA BLVD	5,984	7,284	13,268	0.17%	
TOTAL: 13,268		0.17%					
NOTES:							
180	FOR THE MUSHIES LLC AND FROGEL PROPERTIES INC						
282	5542024041	4415 SANTA MONICA BLVD	6,655	6,588	13,243	0.17%	
TOTAL: 13,243		0.17%					
NOTES:							
8	5527 SANTA MONICA BOULEVARD LLC						
80	5536011014	5527 SANTA MONICA BLVD	7,647	5,572	13,219	0.17%	
TOTAL: 13,219		0.17%					
NOTES:							
99	LEE REALCORP		BOO SUN KIM	vichlandkim@yahoo.com	323-663-4095	(S)	
269	5542029023	4619 SANTA MONICA BLVD	4,439	1,560	5,999	0.08%	
270	5542029024	4621 SANTA MONICA BLVD	4,479	2,687	7,166	0.09%	
TOTAL: 13,165		0.17%					
NOTES:							
26	BERAKHA LLC		FRED FARIVAR	fredfarivar@millenniums hoes.com	310-540-1785	(S)	
76	5536011002	5505 SANTA MONICA BLVD	4,291	8,400	12,691	0.16%	
TOTAL: 12,691		0.16%					
NOTES:							
166	TKACZUK,ANTONIO						
225	5539003001	4600 SANTA MONICA BLVD	8,186	4,500	12,686	0.16%	
TOTAL: 12,686		0.16%					
NOTES:							
37	CHA,CHARLES H AND JIN H TRS		CHARLES H CHA	charlescha47@gmail.com	213-761-7611	(S)	
226	5539003002	4612 SANTA MONICA BLVD	8,150	4,500	12,650	0.16%	

POID	NAME		CONTACT	SIGNER	CONTACT EMAIL	CONTACT PHONE	SUPPORT	ASSIGNMENT
MAP KE	APN	SITE ADDRESS	LOT SQFT	BUILDING SQFT	LOT SQFT + BUILDING SQFT		%	PROPERTY NOTES
TOTAL: 12,650		0.16%						
NOTES:								
17	ARAR GROUP LLC TR		ARLEN AGHAJANIAN	arlen.aghajianian@gmail.com		818-943-8191	(S)	
260	5542027027	4551 SANTA MONICA BLVD	7,616	4,723	12,339		0.16%	
TOTAL: 12,339		0.16%						
NOTES:								
81	KATZ,HARRY L TR							
52	5534021010	6174 SANTA MONICA BLVD	5,964	6,212	12,176		0.16%	
TOTAL: 12,176		0.16%						
NOTES:								
173	VOURNAS,THOMAS G TR		THOMAS G VOURNAS	tvournas@yahoo.com		626-498-8557	(S)	
204	5538020001	4800 SANTA MONICA BLVD	7,526	4,482	12,008		0.16%	
TOTAL: 12,008		0.16%						
NOTES:								
16	ARAKELIAN,AGOP AND ANAHID		AGOP ARAKELIAN	agopa@sbcglobal.net		323-702-3778	(S)	
247	5540026020	4875 SANTA MONICA BLVD	7,359	4,640	11,999		0.16%	
TOTAL: 11,999		0.16%						
NOTES:								
157	SM HOLLYWOOD RETAIL LLC		MARY FORD			323-664-8665	(S)	
201	5538019001	4850 SANTA MONICA BLVD	6,267	5,709	11,976		0.16%	
TOTAL: 11,976		0.16%						
NOTES:								
182	HOM KONG J AND SUE S TRS KJH SSH TRUST							
280	5542024036	4405 SANTA MONICA BLVD	6,923	4,962	11,885		0.15%	
TOTAL: 11,885		0.15%						
NOTES:								
74	JAY MITCHELL LLC							

POID	NAME	CONTACT	SIGNER	CONTACT EMAIL	CONTACT PHONE	SUPPORT	ASSIGNMENT
MAP KE	APN	SITE ADDRESS	LOT SQFT	BUILDING SQFT	LOT SQFT + BUILDING SQFT	%	PROPERTY NOTES
56	5534022002	6208 SANTA MONICA BLVD	5,988	5,736	11,724	0.15%	
TOTAL: 11,724		%: 0.15%					
NOTES:							
161	ST NICHOLAS FOUNDATION INC	CARLOS CRUZ			323-665-8720	(S)	
210	5538022002	4718 SANTA MONICA BLVD	4,251	2,553	6,804	0.09%	
211	5538022004	4722 SANTA MONICA BLVD	4,249	280	4,529	0.06%	
TOTAL: 11,333		%: 0.15%					
NOTES:							
106	MAKASJIAN,ZARE AND MARO TRS	ARMEN MAKASJIAN		armenmak@yahoo.com	323-665-5211	(S)	
161	5537017024	5111 SANTA MONICA BLVD	5,225	6,050	11,275	0.15%	
TOTAL: 11,275		%: 0.15%					
NOTES:							
82	KAZAZIAN,GARO G CO TR						
58	5534022028	6218 SANTA MONICA BLVD	8,760	2,220	10,980	0.14%	
TOTAL: 10,980		%: 0.14%					
NOTES:							
21	BAKER,BARRY TR ET AL						
119	5536019007	5552 SANTA MONICA BLVD	7,464	3,500	10,964	0.14%	
TOTAL: 10,964		%: 0.14%					
NOTES:							
128	PAPELIAN,VERJOUHY O TR	GEORGE PAPELYAN			818-632-5900	(S)	
150	5537015013	5167 SANTA MONICA BLVD	1,633	2,736	4,369	0.06%	
151	5537015014	5171 SANTA MONICA BLVD	3,374	3,075	6,449	0.08%	
TOTAL: 10,818		%: 0.14%					
NOTES:							
174	WEST COAST SUNNY PROPERTIES LLC	A CAMPOS		campos5711corp@gmail.com	323-463-6036	(S)	
91	5536013008	5711 SANTA MONICA BLVD	7,493	3,313	10,806	0.14%	

POID	NAME		CONTACT		SIGNER	CONTACT EMAIL	CONTACT PHONE	SUPPORT	ASSIGNMENT
MAP KE	APN	SITE ADDRESS		LOT SQFT	BUILDING SQFT		LOT SQFT + BUILDING SQFT	%	PROPERTY NOTES
TOTAL: 10,806		%:	0.14%						
NOTES:									
150	SHB PROPERTIES LLC			SHAHROOL BANAFSHEHA	shahrool@hollywoodele ctric.net		323-871-1818	(S)	
132	5536024013	1074 OXFORD AVE		9,601	938		10,539	0.14%	
TOTAL: 10,539		%:	0.14%						
NOTES:									
156	SLE ENTERPRISES INC			PJ NASSI	pjnassi@gmail.com		310-666-1281	(S)	
65	5536010017	5421 SANTA MONICA BLVD		5,252	5,214		10,466	0.14%	
TOTAL: 10,466		%:	0.14%						
NOTES:									
14	6245 SANTA MONICA BLVD								
5	5534005005	6233 SANTA MONICA BLVD		7,701	2,732		10,433	0.14%	
TOTAL: 10,433		%:	0.14%						
NOTES:									
96	LAFOND,KEITH AND NORMA ET AL TRS								
63	5536010014	5400 FLEMISH LN		4,982	5,408		10,390	0.14%	
TOTAL: 10,390		%:	0.14%						
NOTES:									
146	SANTA MONICA ST ANDREWS LLC			E MICHAEL LOBODA	michael@lobodaproperti es.com		310-552-4794	(S)	
120	5536019008	5558 SANTA MONICA BLVD		6,896	3,043		9,939	0.13%	
TOTAL: 9,939		%:	0.13%						
NOTES:									
12	5720 SANTA MONICA BLVD LLC			FARID MAHBOBIAN-FARD	dmahbobian@aol.com		818-757-1020	(S)	
99	5536017001	5720 SANTA MONICA BLVD		5,361	4,450		9,811	0.13%	
TOTAL: 9,811		%:	0.13%						
NOTES:									

POID	NAME		CONTACT	SIGNER	CONTACT EMAIL	CONTACT PHONE	SUPPORT	ASSIGNMENT
MAP KE	APN	SITE ADDRESS	LOT SQFT	BUILDING SQFT	LOT SQFT + BUILDING SQFT	%		PROPERTY NOTES
15	AKOPOV,MIKHALL		THOMAS HAYES		info@thomashayesgallery.com	323-463-4434	(S)	
50	5534021008	6164 SANTA MONICA BLVD	5,987	3,750	9,737	0.13%		
	TOTAL: 9,737	%: 0.13%						
NOTES:								
27	BEZIAN,JACK AND SYLVA							
239	5540020006	4715 SANTA MONICA BLVD	5,150	4,323	9,473	0.12%		
	TOTAL: 9,473	%: 0.12%						
NOTES:								
38	CHAMELIAN,SUSAN CO TR		SHARAM KALoustain		hoseps@sbcglobal.net	323-460-5262	(S)	
53	5534021029	6100 SANTA MONICA BLVD	5,895	3,574	9,469	0.12%		
	TOTAL: 9,469	%: 0.12%						
NOTES:								
94	LA LOAN COMPANY LLC		ERIC KOTLYAN		ekotlyan@sbcglobal.net	810-469-3068	(S)	
75	5536011001	5509 SANTA MONICA BLVD	3,646	5,750	9,396	0.12%		
	TOTAL: 9,396	%: 0.12%						
NOTES:								
144	SAIDI,DAVID CO TR							
64	5536010016	5417 SANTA MONICA BLVD	5,252	4,140	9,392	0.12%		
	TOTAL: 9,392	%: 0.12%						
NOTES:								
90	KROFF,LINDA A		LINDA KROFF		lakroff@earthlink.net	323-665-9888	(S)	
263	5542027030	4565 SANTA MONICA BLVD	5,321	3,900	9,221	0.12%		
	TOTAL: 9,221	%: 0.12%						
NOTES:								
102	LOS JEFES LLC		GREGORY MORRIS		greg@the spanishkitchen.com	213-605-2952	(S)	
55	5534022001	1069 EL CENTRO AVE	5,988	2,955	8,943	0.12%		

POID	NAME		CONTACT	SIGNER	CONTACT EMAIL	CONTACT PHONE	SUPPORT	ASSIGNMENT
MAP KE	APN	SITE ADDRESS	LOT SQFT	BUILDING SQFT	LOT SQFT + BUILDING SQFT	%	PROPERTY NOTES	
TOTAL: 8,943		0.12%						
NOTES:								
181	FROGEL PROPERTIES INC		CLINT LUKENS	help@clintlukensrealty.com	323-668-7500 ent.222	(S)		
283	5542024042	4427 SANTA MONICA BLVD	6,028	2,684	8,712	0.11%		
TOTAL: 8,712		0.11%						
NOTES:								
119	NATHAN,CHAIM AND LEAH		CHAIM NATHAN	chaimnathan@sbcglobal.net	323-660-0544	(S)		
261	5542027028	4559 SANTA MONICA BLVD	6,647	2,032	8,679	0.11%		
TOTAL: 8,679		0.11%						
NOTES:								
4	4906 SANTA MONICA LLC		WILLIAM HULEIS	nhuleis@yahoo.com	818-406-4951	(S)		
199	5538012011	4906 SANTA MONICA BLVD	5,503	3,152	8,655	0.11%		
TOTAL: 8,655		0.11%						
NOTES:								
133	PEJOVIC,DANUTA TR		DANUTA PEJOVIC		760-346-2024	(S)		
128	5536024004	5432 SANTA MONICA BLVD	5,421	2,970	8,391	0.11%		
TOTAL: 8,391		0.11%						
NOTES:								
24	BASTEGHIAN,HAGOP		GEVORA TERMOSOL		213-300-0040	(S)		
262	5542027029	4563 SANTA MONICA BLVD	5,320	2,965	8,285	0.11%		
TOTAL: 8,285		0.11%						
NOTES:								
125	PACHULSKI,JENNIE CO TR							
51	5534021009	6170 SANTA MONICA BLVD	5,987	1,944	7,931	0.10%		
TOTAL: 7,931		0.10%						
NOTES:								
49	DISANO,ANNETTE TR							

POID	NAME	CONTACT	SIGNER	CONTACT EMAIL	CONTACT PHONE	SUPPORT	ASSIGNMENT
MAP KE	APN	SITE ADDRESS	LOT SQFT	BUILDING SQFT	LOT SQFT + BUILDING SQFT	%	PROPERTY NOTES
257	5542026040	4531 SANTA MONICA BLVD	5,317	2,604	7,921	0.10%	
TOTAL: 7,921		%: 0.10%					
NOTES:							
2	4575 SANTA MONICA BLVD LLC						
264	5542027031	4575 SANTA MONICA BLVD	5,322	2,160	7,482	0.10%	
TOTAL: 7,482		%: 0.10%					
NOTES:							
116	MOSES,CHRISTIN B TR		CHRISTIN BEY MOSES	christin.moses3@verizo n.net	310-459-0944	(S)	
125	5536023011	5466 SANTA MONICA BLVD	4,997	2,286	7,283	0.09%	
TOTAL: 7,283		%: 0.09%					
NOTES:							
130	PARSEGHIAN,KEVORK AND MARY TRS		DANIEL PARSEGHIAN	dan@parseghianrecords .com	323-664-3365	(S)	
200	5538012012	4900 SANTA MONICA BLVD	3,495	3,402	6,897	0.09%	
TOTAL: 6,897		%: 0.09%					
NOTES:							
79	KARAGUOZIAN,NAZIK AND KRIKOR TRS						
187	5538001026	5064 SANTA MONICA BLVD	5,624	864	6,488	0.08%	
TOTAL: 6,488		%: 0.08%					
NOTES:							
52	EDELSON,STEVEN E TR		STEVE EDELSON	info@ojaivacationcenter. com	805-640-2800	(S)	
256	5542026039	4513 SANTA MONICA BLVD	3,014	3,406	6,420	0.08%	
TOTAL: 6,420		%: 0.08%					
NOTES:							
184	ALLSBROOK JEFFREY KUHLE SILVIA		SILVIA KUHLE	silvia@standardarcitectu re.com	323-662-1000	(S)	
281	5542024040	4411 SANTA MONICA BLVD	4,850	1,568	6,418	0.08%	
TOTAL: 6,418		%: 0.08%					
NOTES:							

POID	NAME		CONTACT	SIGNER	CONTACT EMAIL	CONTACT PHONE	SUPPORT	ASSIGNMENT
MAP KE	APN	SITE ADDRESS	LOT SQFT	BUILDING SQFT	LOT SQFT + BUILDING SQFT	%	PROPERTY NOTES	
140	RODRIGUEZ,EFRAIN ET AL							
172	5537019030	5180 SANTA MONICA BLVD	3,443	2,862	6,305	0.08%		
TOTAL: 6,305		0.08%						
NOTES:								
176	YOTNEGPARIAN,MAURICE CO TR		MAURICE YOTNEGPARIAN		earthstone@earthlink.net	818-553-1134	(S)	
205	5538020002	4810 SANTA MONICA BLVD	5,005	1,300	6,305	0.08%		
TOTAL: 6,305		0.08%						
NOTES:								
139	RODRIGUEZ,EFRAIN AND							
173	5537019031	1064 KINGSLEY DR	2,170	1,980	4,150	0.05%		
TOTAL: 4,150		0.05%						
NOTES:								
124	OUTDOOR SYSTEMS INC							
255	5542026038	0	1,740	0	1,740	0.02%	billboard space	
TOTAL: 1,740		0.02%						
NOTES:								

Support Level: 65.33%



Rita Moreno <rita.moreno@lacity.org>

Proposed Hollywood Western BID

5 messages

Rita Moreno <rita.moreno@lacity.org>
To: "Gubler, Leron" <Leron@hollywoodchamber.net>
Cc: Jeff Zarrinam <Jeff@hollywoodhotel.net>

Tue, Jan 30, 2018 at 2:46 PM

Hi Leron,

As a follow-up to the voice mail message I left for you a few minutes ago, attached is a letter sent by the Echo Park BID proponent group regarding the same issue.

I'm not sure why the letter was sent to the City Attorney, but you should direct it to our office. The City Clerk is Holly L. Wolcott and the address is listed below in my electronic signature. You can send an electronic copy to me.

Let me know if you have any questions.

Rita

P.S. I also want to confirm the deliverables received thus far. I do not have a copy of the feasibility study nor the database of potential assesses. I have a copy of the Engineer's Report dated January 2016, but not of the final Management District Plan.

I don't need hard copies, so if you have electronic documents, please send to me.

Thanks.

--

Rita Moreno
City of Los Angeles
Office of the City Clerk
Neighborhood and Business Improvement District Division
200 N. Spring Street, 3rd Floor #395
Los Angeles, CA 90012
Office (213) 978-1122
Fax (213) 978-1079



 **Sample Letter.pdf**
175K

Gubler, Leron <Leron@hollywoodchamber.net>
To: Rita Moreno <rita.moreno@lacity.org>
Cc: Jeff Zarrinam <jeff@hollywoodhotel.net>, "Jauregui, Jacob" <jacob@hollywoodchamber.net>

Tue, Jan 30, 2018 at 4:47 PM

Rita,

I'm out of the office for the next week, so am copying Jacob, our staffer working on the BID formation. He will get you the letter and copy of the management plan.

Best
Leron

Sent from my iPhone

[Quoted text hidden]

<Sample Letter.pdf>

Rita Moreno <rita.moreno@lacity.org>

Tue, Jan 30, 2018 at 4:58 PM

To: "Gubler, Leron" <Leron@hollywoodchamber.net>

Cc: Jeff Zarrinam <jeff@hollywoodhotel.net>, "Jauregui, Jacob" <jacob@hollywoodchamber.net>

Okay, thanks Leron.

I would like to know your collective expectation of the Consultant and the time frame you believe it will take to get to the balloting phase. Also, let me know if the Consultant has been working since the contract expired on May 1, 2017.

Thanks.

[Quoted text hidden]

Gubler, Leron <Leron@hollywoodchamber.net>

Tue, Jan 30, 2018 at 5:26 PM

To: Rita Moreno <rita.moreno@lacity.org>

Cc: Jeff Zarrinam <jeff@hollywoodhotel.net>, "Jauregui, Jacob" <jacob@hollywoodchamber.net>

Rita,

We have been in the petition phase during the time since 5/17. During that time the consultant was mainly providing us petitions when we requested and keeping the tally of petitions collected. The goal is to qualify for the bid to take effect in 2019. We are over 40% and need a last push to get to 50%.

Best

Leron

Sent from my iPhone

[Quoted text hidden]

Rita Moreno <rita.moreno@lacity.org>

Wed, Jan 31, 2018 at 8:42 AM

To: "Gubler, Leron" <Leron@hollywoodchamber.net>

Cc: Jeff Zarrinam <jeff@hollywoodhotel.net>, "Jauregui, Jacob" <jacob@hollywoodchamber.net>

Thank you for the information. It would be good to include it in the letter.

[Quoted text hidden]

ECHO PARK CHAMBER OF COMMERCE

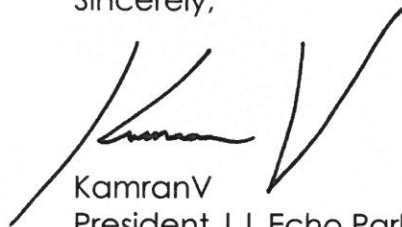
December 18th, 2017

Dear City Attorney Mike Feuer;

On behalf of the The Echo Park Chamber of Commerce, I would like request a contract extension with Civitas for the Echo Park Business Improvement District.

We are at the point where we have verbal confirmations to go to a vote and need to get the documents prepared. If you also support our extension, do you have an estimate on how long this process will take? We are very excited to finalize the paperwork to get to the vote.

Sincerely,



Kamran V
President | | Echo Park Chamber of Commerce
(323) 213-9295 | | p@epcc.la

Hollywood Western BID - Requested Documents

2 messages

Jauregui, Jacob <jacob@hollywoodchamber.net>

Thu, Feb 1, 2018 at 10:23 AM

To: Rita Moreno <rita.moreno@lacity.org>

Cc: Jeff Zarrinam <jeff@hollywoodhotel.net>, "Gubler, Leron" <Leron@hollywoodchamber.net>

Hi Rita,

Attached you will find the Request Letter from the Hollywood Chamber of Commerce for the extension of the consultant contract for the Hollywood Western BID Formation and the Management District Plan. Please let me know if there is anything else you need. Thank you.

Best,

Jacob



Jacob Jauregui

Government Relations Coordinator

Hollywood Chamber of Commerce

6255 Sunset Blvd, Ste 150, Hollywood, CA 90028

323-469-8311 x14 | 323-468-1380 Direct

jacob@hollywoodchamber.net | [LinkedIn](#)

hollywoodchamber.net | walkoffame.com | [Chamber events](#)



2 attachments

 **Hollywood Western BID Letter.pdf**
482K

 **Hollywood Western MDP 3.16.pdf**
1181K

Rita Moreno <rita.moreno@lacity.org>

Thu, Feb 1, 2018 at 12:05 PM

To: "Jauregui, Jacob" <jacob@hollywoodchamber.net>

Cc: Jeff Zarrinam <jeff@hollywoodhotel.net>, "Gubler, Leron" <Leron@hollywoodchamber.net>

Great, thank you Jacob. I'll keep you all posted on the contract extension.

[Quoted text hidden]

--

Rita Moreno
City of Los Angeles
Office of the City Clerk
Neighborhood and Business Improvement District Division
200 N. Spring Street, 3rd Floor #395
Los Angeles, CA 90012
Office (213) 978-1122
Fax (213) 978-1079





January 31, 2018

Holly L. Wolcott
City Clerk
200 North Spring Street, Room 360
Los Angeles, CA 90012

Dear City Clerk Holly L. Wolcott:

On behalf of the Hollywood Chamber of Commerce and our 850 members, I would like to request a contract extension with Urban Place Consulting for the Hollywood Western Business Improvement District (BID).

Since the expiration of their contract in May 2017, we have been in the petition phase and the consultant has provided us with requested petitions, an updated database of assessed properties, and tracked and calculated petitions collected. With over 40% of petitions collected, the consultant has demonstrated that they have taken the appropriate steps to ensure we gather 50% of petitions so that the entire BID formation process is completed in a timely manner to qualify the BID to take effect in 2019.

The Hollywood Chamber of Commerce is eager to complete the formation process of the Hollywood Western Business Improvement District and bring much needed revitalization to the area. We urge you to extend Urban Place Consulting's contract and help bring this BID to fruition.

If you have any questions about this request, please contact my staff member Jacob Jauregui at jacob@hollywoodchamber.net.

Best Regards,

Leron Gubler
President & CEO

Hollywood Western Business Improvement District Management District Plan

**For
A Property Based
Business Improvement District
In Hollywood**

January 2016

**Prepared By
Urban Place Consulting Group, Inc.**

Table of Contents
For the
Hollywood Western Business Improvement District (District)
Los Angeles, California

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Section 1 Management District Plan Summary

The name of the proposed Property-based Business Improvement District is the Hollywood Western Business Improvement District (the “District”). The District is being established pursuant to Section 36600 et seq. of the California Streets and Highways Code, The “Property and Business Improvement District Law of 1994 as amended”, hereinafter referred to as State Law.

Developed by the Hollywood Western Business Improvement District Steering Committee, the Hollywood Western Business Improvement District Management Plan is proposed to improve and convey special benefits to properties located within the Hollywood Western Business Improvement District area. The District will provide new improvements and activities, including clean/safe/beautiful, marketing/communication, and administration. Each of the programs is designed to meet the goals and mission of the District: to improve the economic viability of each individual assessed parcel within the District, to increase building occupancy and lease rates, to encourage new business development; and attract ancillary businesses and services for parcels within the District.

The boundary of the Hollywood Western Business Improvement District was created to include commercial corridors in the area of Hollywood Boulevard and Western Avenue area that were not currently covered by a PBID. Hollywood Boulevard, Sunset Boulevard, and Western Avenue are the corridors that make up the commercial hub of this area. The property uses within the boundaries of the Hollywood Western Business Improvement District are a mix of retail, religious, parking, office, transit, and mixed-use residential. All of which specially benefit from the improvements and activities of the District.

Boundary: See Section 2, Page 6 and map page 8.

Budget: The total District budget for the 2017 year of operation is approximately \$770,975.00.

Improvements, Activities, Services:

CLEAN, SAFE, BEAUTIFUL	\$619,775	80.39%
-------------------------------	------------------	---------------

Safe Programs:	\$175,500
-----------------------	------------------

A Hollywood Western Business Improvement District Safe Team Program to observe and report inappropriate conduct in Zone 2 within the District.

- Walking and Mobile Patrols
- Safety Programs

Clean and Beautiful Programs	\$444,275
-------------------------------------	------------------

- Sidewalk Sweeping
- Sidewalk Pressure Washing

- Graffiti & Handbill Removal
- Trash Removal
- Landscape programs
- Tree Trimming

COMMUNICATION/MARKETING

\$15,200

1.97%

- Website
- Newsletter
- Banners/Medallions
- Image Marketing

ADMINISTRATION/CITY FEES/RESERVE

\$136,000

17.64%

Management staff expenses are allocated according to generally accepted accounting job costing procedures and are allocated to the specific areas in which staff works.

Method of Financing: A levy of special assessments upon real property that receives special benefits from the improvements and activities. (See Section 4, for assessment methodology)

Benefit Zones: The State Law and State Constitution Article XIID require that special assessments be levied according to the special benefit each parcel receives from the improvements. In order to match assessment rates to special benefits received, two benefit zones have been created within the Hollywood Western Business Improvement District. See section 2 for detailed description of Zones.

Cost: Annual assessments are based upon an allocation of program costs and a calculation of assessable footage. Two property assessment variables, parcel square footage and building square footage, will be used in the calculation. Added together they form the assessable square footage. The 2017 year assessments per assessment square foot will not exceed amounts listed in the following chart:

Zone One Assessment Rate	
Assessable Square Footage (Building + Lot) Assessment	\$0.0836

Zone Two Assessment Rate	
Assessable Square Footage (Building + Lot) Assessment	\$0.1254

Cap: Annual assessment increases will not exceed 5% per year. Increases will be determined by the business improvement district Owners' Association and will vary between 0 and 5% in any given year.

District Formation: District formation requires submission of favorable petitions from property owners representing more than 50% of total assessments to be

paid and the return of mail ballots evidencing a majority of ballots cast in favor of the assessment. Ballots are weighted by each property owner's assessment as proportionate to the total proposed District assessment amount.

Duration: The District will have a 5-year life beginning January 1, 2017 and ending December 31, 2021.

Governance: The Owners' Association will review District budgets and policies annually within the limitations of the Management District Plan. Annual and quarterly reports, financial statements and newsletters will be filed with the City of Los Angeles (City). The Owners' Association will oversee the day-to-day implementation of services as defined in the Management District Plan.

Section 2

Hollywood Western Business Improvement District Boundaries

Overall Boundary

Beginning at the southeast corner of Western Avenue and Franklin Avenue, southeast along the south side of Franklin Avenue to the northeast corner of Assessor Parcel Number (APN) 5544-006-024. South along the eastern boundary of parcels fronting the east side of Western Avenue to the northeast corner of APN 5544-007-033. East along the northern boundary of parcels fronting the north side of Hollywood Boulevard to the northeast corner of APN 5544-013-021. Continue east along the northern boundary of parcels fronting the north side of Hollywood Boulevard to the northeast corner of APN 5589-038-035. South along the eastern boundary of APN 5589-038-035 to the southeast corner of APN 5543-008-029. Continue west along the southern boundary of parcels fronting the south side of Hollywood Boulevard to the southwest corner of APN 5543-008-002. Continue west along the southern boundary of parcels fronting the south side of Hollywood Boulevard to the southwest corner of APN 5544-021-912. South along the eastern boundary of parcels fronting the east side of Western Avenue to the northeast corner of APN 5544-022-063. Continue east along the northern boundary of parcels fronting the north side of Sunset Boulevard to the southeast corner of APN 5544-022-054. South along the eastern boundary of APN 5544-022-063 to the southeast corner of APN 5544-032-014. Continue south along the eastern boundary of parcels fronting the east side of Western Avenue to the southeast corner of APN 5536-010-036. East along the southern boundary of APN 5536-010-036 to the southwest corner of APN 5536-011-003. Continue north along the western boundary of parcels fronting the west side of Western Avenue to the northwest corner of APN 5537-001-003. Continue northwest along the northeastern side of the 101 Freeway and the northeastern side of parcels fronting Fountain Avenue, Fernwood Avenue, and Wilton Place to the northwestern corner of APN 5544-028-029. East along the northern boundary of parcels fronting the north side of Sunset Boulevard to the northwest corner of APN 5544-023-023. Continue north along the west side of parcels fronting the west side of Western Avenue to the northwest corner of APN 5544-025-007. Continue west along the southern boundary of parcels fronting the south side of Hollywood Boulevard to the southwest corner of APN 5586-035-001. Continue north along the western boundary of APN 5586-035-001 to the northwest corner of APN 5586-030-020. East along the northern boundary of parcels facing the north side of Hollywood Boulevard to the northwest corner of APN 5544-005-032. North along the western boundary of parcels fronting the west side of Western Avenue to the northwestern corner of APN 5544-004-025. East along the northern boundary of APN 5544-004-025 and the south side of Franklin Avenue the point of beginning.

See map on page 8 for further identification of all parcels.

Zone One Boundary

Zone 1 includes parcels in the following areas within the District boundaries:

The south side of De Longpre Avenue to parcels 5536-011-002 and 5536-010-002 just north of Santa Monica Boulevard. Western Avenue from the south side of Franklin Avenue to parcels 5544-005-031 and 5544-007-026. Hollywood Boulevard from the east side of Serrano Avenue to parcels 5543-008-029 and 5589-038-035, just east of Edgemont Street.

See map on page 8 for further identification of parcels located in Zone 1.

Zone Two Boundary

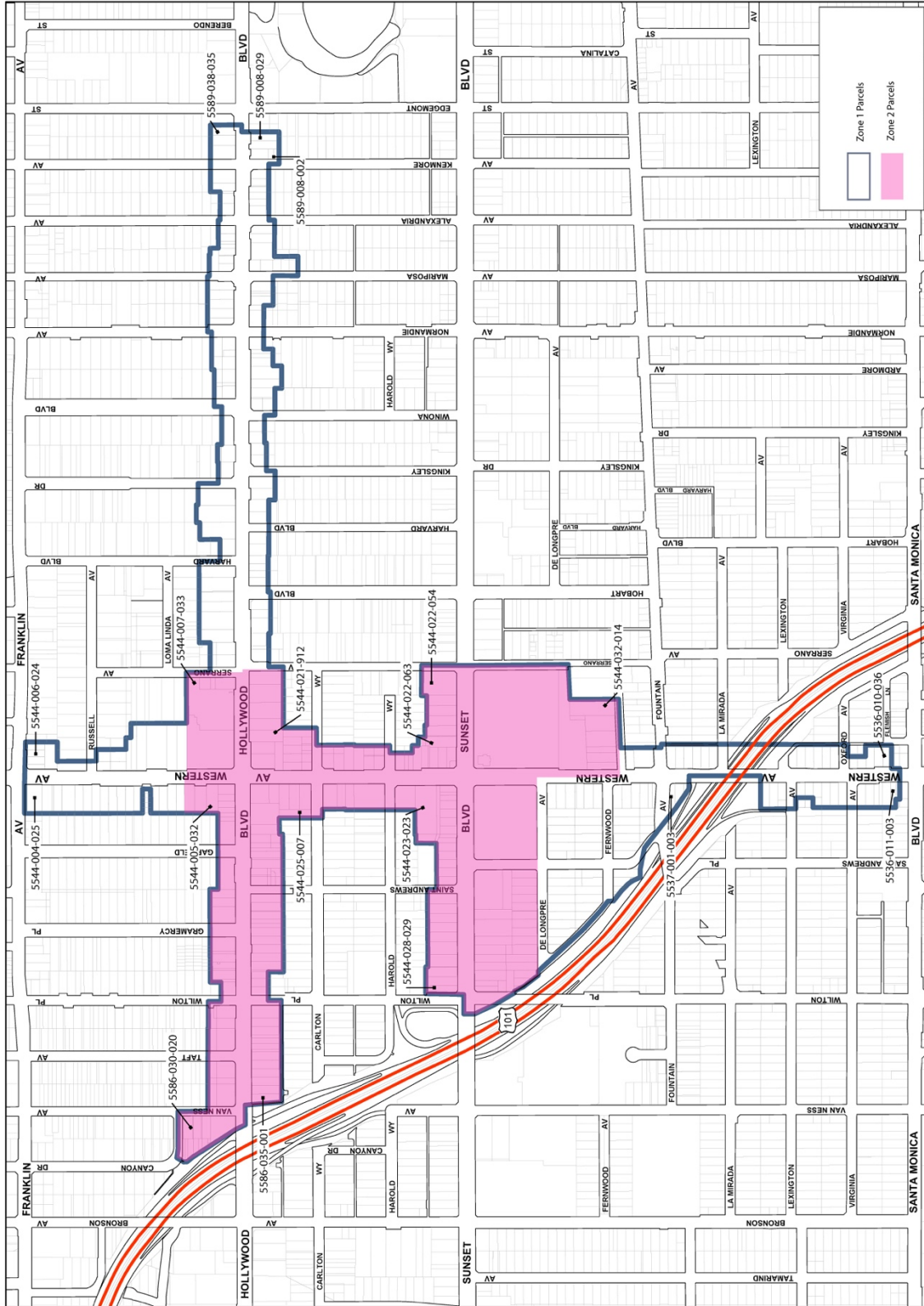
Zone 2 includes parcels located in the following areas within the District boundaries:

Hollywood Boulevard from the 101 Freeway to the west side of Serrano Avenue. Sunset Boulevard from the 101 Freeway to the west side of Serrano Avenue. Western Avenue from the north side of De Longpre Avenue (on the west side of Western Avenue) and the north side of Fernwood Avenue (on the east side of Western Avenue) to parcels 5544-005-033 and 5544-007-032, just north of Hollywood Boulevard.

See map on page 8 for further identification of parcels located in Zone 2.

Proposed Hollywood/Western BID

City of Los Angeles



District Boundary Rationale

The property uses within the described boundaries of the Hollywood Western Business Improvement District are a mix of retail, religious, parking, office, transit, and mixed-use residential. Services and improvements provided by the District are designed to provide special benefits to parcels that contain retail, religious, parking, office and mixed-use residential. All of the services provided such as the security work provided by the Safe Team (Zone 2 only) and maintenance work provided by the Clean Team are services that are over and above the City's baseline of services and are not provided by the City. These services are not provided outside of the District because of the unique nature of these services focusing on the particular needs of each individually assessed property within the District. These services provide particular and distinct benefits to each of the individually assessed parcels within the District.

In order to ensure that parcels outside of the District will not specially benefit from the improvements and services funded with the assessment, improvements and services will only be provided to individual assessed parcels within the boundaries of the District. Specifically, security patrols, cleaning / sanitation personnel, and similar service providers employed in connection with the District will only patrol and provide services to individually assessed parcels within the District, and will not provide services outside of District boundaries. Nor will District promotional efforts promote activities outside of District boundaries.

Northern Boundary: The northern boundary of the Hollywood Western Business Improvement District was determined by zoning and use of the parcels north of the district boundary. The parcels north of the District boundaries are zoned residential and as per State of California Streets and Highways code section 36632.(c) *"are conclusively presumed not to benefit from the improvements and service funded through these assessments..."* In order to ensure that parcels outside of the District will not specially benefit from the unique improvements and services funded with the assessment, improvements and services will only be provided to individual assessed parcels within the boundaries of the District.

Eastern Boundary: The eastern boundary of the Hollywood Western Business Improvement District was determined by the presence of the East Hollywood Business Improvement District which provides programs similar to the Hollywood Western Business Improvement District and the change in use of parcels east of the district boundary. At Hollywood Boulevard and Edgemont Street, the East Hollywood BID begins. At Sunset Boulevard and Serrano Avenue, the commercial use begins to change. In addition, the parcels east of the Western Avenue District boundaries are zoned residential and as per State of California Streets and Highways code section 36632.(c) *"are conclusively presumed not to benefit from the improvements and service funded through these assessments..."* In order to ensure that parcels outside of the District will not specially benefit from the unique improvements and services funded with the assessment, improvements and services will only be provided to assessed parcels within the boundaries of the District. Specifically, security patrols (Zone 2 only), maintenance personnel, and similar service providers employed in connection with the District will only

patrol and provide services to individual assessed parcels within the District, and will not provide services outside of District boundaries.

Southern Boundary: The southern boundary of the Hollywood Western Business Improvement District, at Santa Monica Boulevard, was determined by the presence of the proposed Route 66 Business Improvement District which will provide programs similar to the Hollywood Western Business Improvement District. In order to ensure that parcels outside of the District will not specially benefit from the unique improvements and services funded with the assessment, improvements and services will only be provided to individual assessed parcels within the boundaries of the District. Specifically, security patrols (Zone 2 only), maintenance personnel, and similar service providers employed in connection with the District will only patrol and provide services to individual assessed parcels within the District, and will not provide services outside of District boundaries.

Western Boundary: The western boundary of the Hollywood Western Business Improvement District was determined by the presence of the Sunset and Vine and Hollywood Entertainment Business Improvement Districts which provide programs similar to the Hollywood Western Business Improvement District. The Sunset and Vine BID begins at Sunset Boulevard and 101 Freeway and the Hollywood Entertainment BID begins at Hollywood Boulevard and 101 Freeway. The parcels west of the District boundaries are zoned residential and as per State of California Streets and Highways code section 36632.(c) *“are conclusively presumed not to benefit from the improvements and service funded through these assessments...”* In order to ensure that parcels outside of the District will not specially benefit from the unique improvements and services funded with the assessment, improvements and services will only be provided to individual assessed parcels within the boundaries of the District. Specifically, security patrols (Zone 2 only), maintenance personnel, and similar service providers employed in connection with the District will only patrol and provide services to individual assessed parcels within the District, and will not provide services outside of District boundaries.

Benefit Zone Rationale

Zone 1:

Zone 1 parcels receive the same level of clean/beautiful, communication/marketing, and administration services as all parcels within the District. For example, in both Zone 1 and Zone 2 maintenance workers sweep the sidewalks and gutters of each block using the same amount of labor per block in both zones. Because of lower pedestrian use in Zone 1 the worker's trash bags may not be as full as those in Zone 2, but the same amount of expense is exerted to clean the blocks. Zone 1 has the lowest pedestrian traffic of the two zones and has a lower demand than Zone 2 for safe services. Zone 1 boundaries are described in detail on page 7 and detailed by map on page 8.

Zone 2:

Zone 2 parcels receive the same level of clean/beautiful, communication/marketing, and administration services as Zone 1. In addition, Zone 2 parcels receive safety services. Zone 2 contains the highest concentration of retail uses, transit uses, pedestrian traffic

and the highest demand for safety services. Zone 2 boundaries are described in detail on page 7 and detailed by map on page 8.

Section 3

District Improvement and Activity Plan

Process to Establish the Improvement and Activity Plan

Through a series of property owner meetings, the Hollywood Western District Business Improvement District Steering Committee collectively determined the priority for improvements and activities to be delivered by the business improvement district in order to support increased commerce, business attraction and retention, increased property rental income and increased mixed use residential serving uses. The primary needs as determined by the property owners were: clean/beautiful, and communication/marketing. In addition, property owners in Zone 2 determined that they need safety services for their parcels. Each of the services provided by the District are designed to meet the needs of the mix of retail, religious, parking, office, transit, and mixed use residential parcels that make up the District and provide special benefit to each of the assessed parcels.

Retail parcels benefit from District programs that work to provide greater pedestrian traffic, increased sales, an enhanced business climate, new business attraction, business retention, and increased business investment. Religious parcels benefit from District programs that work to provide a better pedestrian experience and an enhanced sense of safety which provides an opportunity to increase attendance. Parking parcels benefit from District programs which work to provide an enhanced business climate and offering, new business attraction, business retention, and District investment, and increased sales all of which work to draw more users and cars to the District. Office parcels benefit from the District programs which work to increase pedestrian foot traffic, provide an enhanced sense of safety and a positive user experience which all work to increase occupancy, enhance business climate, and new business attraction, business retention, and business investment. Mixed use residential parcels benefit from District programs that work to provide an enhanced sense of safety and a positive user experience which in turn enhances the business climate and improves the business offering, attracts new businesses, and District investment.

All of the services provided such as the security work provided by the Safe Team and maintenance work provided by the Clean Team are services that are over and above the City's baseline of services and are not provided by the City. These services are not provided outside of the District and because of their unique nature focusing on the particular needs of each assessed property within the District provide particular and distinct benefits to each of the individually assessed parcels within the District.

All of the improvements and activities detailed below are provided only to the individually assessed properties defined as being within the boundaries of the District and provide benefits which are particular and distinct to each of the assessed properties within the proposed District. No improvement or activities are provided to properties outside the

District boundaries. All assessments outlined in this Management District Plan go only for services directly benefiting each of the individually assessed parcels in this specialized zone. All services will be provided to the individually assessed properties defined as being within the District boundaries and no services will be provided outside the District boundaries. Each of the services: clean, safe, beautiful, communication/marketing, and administration are unique to the District and to each of the Districts assessed properties therefore all benefits provided are particular and distinct to each individually assessed property.

All benefits derived from the assessments outlined in the Management District Plan are for services directly benefiting each individually assessed property within this area and support increased commerce, business attraction and retention, increased property rental income and enhanced overall safety and image within this commercial core. All services: clean, safe, beautiful, communication/marketing, and administration are provided solely to individual assessed properties within the district to enhance individual assessed properties and businesses within the Hollywood Western Business Improvement District boundaries and are designed only for the direct special benefit of the assessed properties in the District to enhance the image and viability of assessed parcels and businesses within the Hollywood Western Business Improvement District boundaries and are designed only for the direct special benefit of the individually assessed parcels in the District. No services will be provided to parcels outside the District boundaries. (For a further definition of special benefits see Engineer's Report page 12 "Special Benefit")

The total improvement and activity plan budget for 2017 is \$770,975. Of the total budget, special benefit to parcels within the District totals \$763,575.51 and is funded by property assessments. General benefit from the District budget is calculated to be \$7,399.49 and is not funded by assessment revenue from District parcels. The costs of providing each of the budgeted components was developed from actual experience providing these services in other districts with similar size and programs. Actual service hours and frequency may vary in order to match varying District needs over the 5 year life of the District. A detailed operation deployment for 2017 is available from the property owner's association. The budget is made up of the following components.

CLEAN, SAFE, BEAUTIFUL PROGRAMS

\$619,775

Safe Team Program

The Safety Program will provide security services for the individual assessed parcels located within Zone 2 of the District in the form of walking and mobile patrols. The purpose of the Safe Team Program is to deter and report illegal activities. The presence of the Safe Team Program is intended to deter such illegal activities as public urination, indecent exposure, trespassing, drinking in public, prostitution, illegal panhandling, illegal vending, and illegal dumping for individually assessed parcels. The Program will supplement, not replace, other ongoing police, security and patrol efforts within the District. The Safe Team Program will maintain communication with the Los Angeles Police Department (LAPD) area patrols and intends to report illegal activities to the LAPD. The Safe Team Program will only provide its services to individually assessed properties within zone two of the District boundaries. The special benefit to assessed parcels from

these services is increased commercial activity which directly relates to increases in lease rates and customer usage.

Retail parcels benefit from District programs that work to provide greater pedestrian traffic, increased sales, an enhanced business climate, new business attraction, business retention, and increased business investment. Religious parcels benefit from District programs that work to provide a better pedestrian experience and an enhanced sense of safety which provides an opportunity to increase attendance. Parking parcels benefit from District programs which work to provide an enhanced business climate and offering, new business attraction, business retention, and District investment, and increased sales all of which work to draw more users and cars to the District. Office parcels benefit from the District programs which work to increase pedestrian foot traffic, provide an enhanced sense of safety and a positive user experience which all work to increase occupancy, enhance business climate, and new business attraction, business retention, and business investment. Transit parcels benefit from District programs that work to provide greater pedestrian traffic, an enhanced sense of safety and a positive user experience which increases ridership. Mixed use residential parcels benefit from District programs that work to provide an enhanced sense of safety and a positive user experience which in turn enhances the business climate and improves the business offering, attracts new businesses, and District investment.

Clean and Beautiful Program

In order to consistently deal with cleaning issues, a Clean and Beautiful Program is provided. A multi-dimensional approach has been developed consisting of the following elements.

Sidewalk Cleaning: Uniformed, radio equipped personnel sweep litter, debris and refuse from sidewalks and gutters of the District. District personnel will pressure wash the sidewalks. Clean sidewalks support an increase in commerce and provides a special benefit to each individually assessed parcel in the district.

Trash Collection: Collector truck personnel collect trash from sidewalk trash receptacles as needed. They are also dispatched to collect stolen shopping carts and large bulky items illegally dumped in the District.

Graffiti Removal: District personnel remove graffiti by painting, using solvent and pressure washing. The District maintains a zero tolerance graffiti policy. An effort is made to remove all tags within 24 hours on weekdays.

Landscape Maintenance: Landscape maintenance and street tree trimming are important programs that work to attract increased customers to the District. Landscape maintenance includes items such as weed abatement. A well landscaped district supports an increase in commerce and provides a special benefit to each individually assessed parcel in the district

The clean team will only provide service to assessed properties within District boundaries. The special benefit to individually assessed parcels from these services is increased commercial activity which directly relates to increases in lease rates and customer usage. Dirty and unclean sidewalks deter pedestrians and commercial activity.

Retail parcels benefit from District programs that work to provide greater pedestrian traffic, increased sales, an enhanced business climate, new business attraction, business retention, and increased business investment. Religious parcels benefit from District programs that work to provide a better pedestrian experience and a cleaner area which provides an opportunity to increase attendance. Parking parcels benefit from District programs which work to provide an enhanced business climate and offering, new business attraction, business retention, and District investment, and increased sales all of which work to draw more users and cars to the District. Office parcels benefit from the District programs which work to increase pedestrian foot traffic, provide a cleaner area, and a positive user experience which all work to increase occupancy, enhance business climate, and new business attraction, business retention, and business investment. Transit parcels benefit from District programs that work to provide greater pedestrian traffic, a cleaner area and a positive user experience which increases ridership. Mixed use residential parcels benefit from District programs that work to provide a cleaner area and a positive user experience which in turn enhances the business climate and improves the business offering, attracts new businesses, and District investment.

COMMUNICATION/MARKETING

\$15,200

It is important to not only provide the services needed in the District, but to tell the story of improvement in the District. The special benefit to District parcels from the programs below is an increased awareness of the businesses within the district and their individual offerings which attracts new customers to the District businesses and provides an increase in commercial activity which directly relates to increases in lease rates and enhanced commerce.

Retail parcels benefit from increased exposure and awareness of District offerings that work to provide greater pedestrian traffic, increased sales, an enhanced business climate, new business attraction, business retention, and increased business investment. Religious parcels benefit from increased exposure and awareness of District programs that work to provide a better pedestrian and a positive user experience which provides an opportunity to increase attendance. Parking parcels benefit from District programs which work to increase exposure and awareness of District amenities such as retail and office options which in turn provide an enhanced business climate and offering, new business attraction, business retention, and District investment, and increased sales all of which work to draw more users and cars to the District. Office parcels benefit from the District programs which work to increase exposure and awareness of District amenities such as retail and transit options which in turn increase pedestrian foot traffic and a positive user experience which all work to increase occupancy, enhance business climate, and new business attraction, business retention, and business investment. Transit parcels benefit from greater awareness of businesses and offerings that work to provide greater pedestrian traffic, and a positive user experience which increases ridership. Mixed use

residential parcels benefit from District programs that work to provide an increased awareness of District amenities such as retail and transit options which in turn enhances the business climate and improves the business offering, attracts new businesses and residents, and District investment.

Some of the communication/image programs being considered are:

- Hollywood Western BID Web Site
- Newsletter
- Banners/Medallions
- Image Marketing

ADMINISTRATION/CITY FEES/RESERVE

\$136,000

The improvements and activities are managed by a professional staff that requires centralized administrative support. Management staff oversees the District's services which are delivered seven days a week. Management staff actively works on behalf of the District parcels to insure that City and County services and policies support the District. Included in this item are management labor, office expense and organizational expenses such as insurance and the cost to conduct a yearly financial review.

A well managed District provides necessary BID program oversight and guidance that produces higher quality and more efficient programs. Management staff expenses are allocated according to generally accepted accounting job costing procedures and are allocated to the specific areas in which staff works. The special benefit to parcels from these services is increased commercial activity which directly relates to increases in lease rates and enhanced commerce. Included in this budget item are City fees to collect and process the assessments, as well as a reserve for delinquent assessments.

FIVE YEAR OPERATING BUDGET

A projected five-year operating budget for the Hollywood Western Business Improvement District is provided below. The projections are based upon the following assumptions.

Assessments will be subject to annual increases not to exceed 5% per year. The cost of providing programs and services may vary depending on the market cost for those programs and services. Expenditures may require adjustment up or down to continue the intended level of programs and services. Increases will be determined by the District Owners Association and will vary between 0 and 5% in any given year. The projections below illustrate a maximum 5% annual increase for all budget items. Any change will be approved by the owners' association board of directors and submitted to the City of Los Angeles within its annual planning report.

The cost of providing programs and services may vary depending on the market cost for those programs and services. Expenditures may require adjustment up or down to continue the intended level of programs and services. The owner's association shall have the right to reallocate up to 10% by line item of budget allocation within the budgeted categories. The management/administration line item may only be increased by the annual increase subject to the 5% cap and cannot be increased through the 10% budget

reallocation. Any change will be approved by the owners' association board of directors and submitted to the City of Los Angeles within its annual planning report. Pursuant to Section 36650 of the California Streets and Highways Code. The overall budget shall remain consistent with this Management District Plan. Each assessed parcel pays for 100% of the special benefit received based on the level of benefit received.

Five Year Budget Projections *

	2017	2018	2019	2020	2021
Clean, Safe, Beautiful	\$619,775.00	\$650,763.75	\$683,301.94	\$717,467.03	\$753,340.39
Communication/Marketing	\$15,200.00	\$15,960.00	\$16,758.00	\$17,595.90	\$18,475.70
Administration/City Fee/Reserve	\$136,000.00	\$142,800.00	\$149,940.00	\$157,437.00	\$165,308.85
Total Budget	\$770,975.00	\$809,523.75	\$849,999.94	\$892,499.93	\$937,124.93
Assessment Revenues	\$763,575.51	\$801,754.29	\$841,842.00	\$883,934.10	\$928,130.80
Other Revenues	\$7,399.49	\$7,769.46	\$8,157.94	\$8,565.83	\$8,994.13
Total Revenues	\$770,975.00	\$809,523.75	\$849,999.94	\$892,499.93	\$937,124.93

***Assumes 5% yearly increase on all budget items funded by the Hollywood Western Business Improvement District.** Note: Any accrued interest or delinquent payments will be expended in the above categories.

Section 4

Assessment Methodology

In order to ascertain the correct assessment methodology to equitably apply special benefits to each assessed parcel for property related services as proposed to be provided by the Hollywood Western Business Improvement District, benefit will be measured by square feet of parcel size and square feet of building size. Special circumstances such as a parcel's location within the District area and need and/or frequency for services are carefully reviewed relative to the specific and distinct type of programs and improvements to be provided by the District in order to determine the appropriate levels of assessment. For a definition of special benefits see the Engineer's Report page 12.

The methodology to levy assessments upon real property that receives special benefits from the improvements and activities of the Hollywood Western Business Improvement District are Parcel Square Footage and Building Square Footage as the two assessment variables. Parcel square footage is relevant to the best use of a property and will reflect the long term special benefit implications of the improvement district. Building square footage is relevant to the interim use of a property and is utilized to measure short and mid-term special benefit.

Services and improvements provided by the District are designed to provide special benefits to the mix of retail, religious, parking, office, transit, and mixed use residential parcels. The use of each parcel's lot square footage and building square footage is the best measure of benefit for the programs because the intent of the District programs is to increase building occupancy and lease rates, to encourage new business development and attract ancillary businesses and services for parcels within the District, in other words to attract more customers, clients and or employees. The best way to determine each parcels proportionate special benefit from the District programs is to relate each parcel's lot square footage and building square footage to every other parcel's lot square footage and building square footage.

Building Square Footage Defined. Building square footage is defined as gross building square footage as determined by the outside measurements of a building.

Parcel Lot Square Footage Defined. Lot square footage is defined as the total amount of area within the borders of the parcel. The borders of a parcel are defined on the County Assessor parcel maps.

Calculation of Assessments

The proportionate special benefit derived by each identified parcel shall be determined in relationship to the entirety of the capital cost of an improvement or the cleaning and operation expenses of an improvement or for the cost of the property service being provided. Due to the proportionate special benefits received by these parcels from the District services, these parcels will be assessed a rate which is proportionate to the amount of special benefits received. Only special benefits are assessable and these benefits must be separated from any general benefits. The Engineer's report has calculated that 0.96% of the programs provided by the District provide general benefit.

Assessment revenue cannot be used to pay for general benefits. (See page 12 of the Engineer's Report for discussion of general and special benefits)

A number of factors enter into the determination of how much weight is to be given to each assessment variable; lot and building. The relationship between the current assessable footage of each of the two assessment variables to each other and the total of all assessment variables was reviewed.

The preceding methodology is applied to a database of properties receiving special benefit that has been constructed by District Property Owners and its consultant team. The process for compiling the property database includes the following steps:

- Property data was first obtained from the County of Los Angeles Assessor's Office.
- A database was submitted to the City Clerk's office for verification.
- A list of properties to be included within the District is provided in Section 7.

Total Assessable Footage within the District

	Zone 1	Zone 2
Lot Sq Ft	1,686,362	2,341,208
Building Sq Ft.	1,215,081	1,813,309
Assessable Sq. Ft. (Lot + Building)	2,901,443	4,154,517

Based upon the methodology as set forth above, first year assessments are established as follows.

EXPENDITURES	Zone 1	Zone 2	TOTAL BUDGET	% of Budget
Clean and Beautiful	\$182,687.91	\$261,587.09	\$444,275.00	57.63%
Safe	\$0.00	\$175,500.00	\$175,500.00	22.76%
Communication/Marketing	\$6,250.31	\$8,949.69	\$15,200.00	1.97%
Administration/City Fees/Slow Pay	\$55,923.82	\$80,076.18	\$136,000.00	17.64%
Total Expenditures	\$244,862.04	\$526,112.96	\$770,975.00	100.00%
REVENUES				
Assessment Revenues	\$242,511.96	\$521,063.55	\$763,575.51	99.04%
Other Revenues (1)	\$2,350.08	\$5,049.41	\$7,399.49	0.96%
Total Revenues	\$244,862.04	\$526,112.96	\$770,975.00	100.00%

(1) Other non-assessment funding to cover the cost associated with general benefit.

Assessments

Based on the special benefit factors, assessable footages for each variable plus the proposed budget, all of which are discussed above, the following table illustrates the first year's maximum annual assessment per parcel assessable square foot per each zone.

Zone 1 Assessment Rate	
Assessable Square Footage (Building + Lot) Assessment	\$0.0836

Zone 1 Assessment Rate Calculation

The assessment rate is determined by the following calculation:

Total Assessment Budget zone 1 parcels \$242,511.96 / 2,901,443 Assessable Sq Ft = \$0.0836 per assessable square foot.

Zone 1 Sample Parcel Assessment

To calculate the assessment for a parcel with a 5,000 square foot of lot and 10,000 square foot building, add together the lot square footage and the building square footage to get the assessable square footage, then multiple the assessable square footage (15,000) by the assessment rate (\$0.0836) = the total annual parcel assessment (\$1,254.00).

Lot Sq Ft (5,000) + Building Sq Ft (10,000) = Assessable Sq Ft (15,000)

Assessable Sq Ft (15,000) x Assessment Rate (\$0.0836) = \$1,254.00 initial annual parcel assessment.

Zone 2 Assessment Rate	
Assessable Square Footage (Building + Lot) Assessment	\$0.1254

Zone 2 Assessment Rate Calculation

The assessment rate is determined by the following calculation:

Total Assessment Budget zone 2 parcels \$521,063.55 / 4,154,517 Assessable Sq Ft = \$0.1254 per assessable square foot.

Zone 2 Sample Parcel Assessment

To calculate the assessment for a parcel with a 5,000 square foot of lot and 10,000 square foot building, add together the lot square footage and the building square footage to get the assessable square footage, then multiple the assessable square footage (15,000) by the assessment rate (\$0.1254) = the total annual parcel assessment (\$1,881).

Lot Sq Ft (5,000) + Building Sq Ft (10,000) = Assessable Sq Ft (15,000)

Assessable Sq Ft (15,000) x Assessment Rate (\$0.1254) = \$1,881 initial annual parcel assessment.

Maximum Annual Assessment Adjustments

The cost of providing programs and services may vary depending on the market cost for those programs and services. Expenditures may require adjustment up or down to continue the intended level of programs and services. Assessments maybe subject to

annual increases not to exceed the assessment rates in the table below for any given year. Increases will be determined by the District Owner's Association and will vary between 0 and 5% in any given year. Any change will be approved by the owner's association board of directors and submitted to the City within its annual planning report. Pursuant to Section 36650 of the California Streets and Highways Code.

The projections below illustrate a maximum 5% annual increase for all assessment rates.

Maximum Assessment Table

	2017	2018	2019	2020	2021
Zone 1 assessable sq ft rate	\$0.0836	\$0.0877	\$0.0921	\$0.0967	\$0.1016
Zone 2 assessable sq ft rate	\$0.1254	\$0.1317	\$0.1383	\$0.1452	\$0.1525

Budget Adjustments

Any annual budget surplus will be included into the following year's District budget. The budget will be set accordingly, within the constraints of the management plan to adjust for surpluses that are carried forward. District funds may be used to fund the cost of renewing the District. Funds from an expired District shall be rolled over into the new District if one is established, or returned to the property owners if one is not established, in accordance with the Streets and Highways Code section 36671.

If an error is discovered on a parcel's assessed footages, the District may investigate and correct the assessed footages after confirming the correction with the L.A. County Assessor Data and City Clerk's office. The correction may result in an increase or decrease to the parcels assessment.

Future Development

As a result of continued development, the District may experience the addition or subtraction of assessable footage for parcels included and assessed within the District boundaries. The modification of parcel improvements assessed within the District may then change upwards or downwards the amount of total footage assessment for these parcels, pursuant to Government Code 53750, will be prorated to the date they receive the temporary and/or permanent certificate of occupancy.

In future years, the assessments for the special benefits bestowed upon the included BID parcels may change in accordance with the assessment methodology formula listed in the Management District Plan and Engineer's Report provided the assessment rate does not change. If the assessment formula changes and causes an increase in assessments, then a Proposition 218 ballot will be required for approval of the formula changes.

Time and Manner for Collecting Assessments

As provided by State law, the District assessment will appear as a separate line item on annual property tax bills prepared by the County of Los Angeles. The Los Angeles City Clerk's office may direct bill the first year's assessment for all property owners and will direct bill any property owners whose special assessment does not appear on the tax rolls.

The assessments shall be collected at the same time and in the same manner as for the ad valorem property tax paid to the County of Los Angeles. These assessments shall provide for the same lien priority and penalties for delinquent payment as is provided for the ad valorem property tax.

However, assessments may be billed directly by the City for the first fiscal year of operation and then by the County for all subsequent years. Any delinquent assessments owed for the first year will be added to the County property tax roll for the following year as delinquent. These assessments shall provide for the same lien priority and penalties for delinquent payment as is provided for the ad valorem property tax. The “property owner” means any person shown as the owner/taxpayer on the last equalized assessment roll or otherwise known to be the owner/taxpayer by the City.

Disestablishment

California State Law Section 36670 provides for the disestablishment of a District. Upon the termination of this District any remaining revenues shall be transferred to the renewed District, if one is established, pursuant to Streets and Highways Code Section 36660 (b). Unexpended funds will be returned to property owners based upon each parcels percentage contribution to the total year 2017 assessments if the District is not renewed.

Bond Issuance

The District will not issue Bonds.

Public Property Assessments

The Hollywood Western Business Improvement District will provide all the improvements and activities to the City of Los Angeles or any other government-owned parcels within the PBID boundary. All publicly-owned parcels will pay their proportional share of costs based on the special benefits conferred to those individual parcels. The special benefit to government assessed parcels from these services is an increase in District customers that follow from having a cleaner and safer area. Public owned parcels will receive special benefit in the form of increased use of the public facilities which directly relates to fulfilling their public service mission. Article XIII D of the California Constitution was added in November of 1996 to provide for these assessments. It specifically states in Section 4(a) that *“Parcels within a district that are owned or used by any agency...shall not be exempt from assessment unless the agency can demonstrate by clear and convincing evidence that those publicly owned parcels in fact receive no special benefit.”* Below is a list of the publicly-owned parcels and their respective assessments.

Publicly Owned Parcels:

Zone	APN	Owner Names	Situs Address	Bldg	Lot	Bldg + Lot	Total Assessment	% of total
2	5586-032-900	L A City (fire station)	5777 Hollywood Blvd	21,492	27,449	48,941	\$6,138.23	0.80%
		Total LA City					\$6,138.23	0.80%
2	5544-021-910	Lacmta	1672 N Western Ave	78,302	21,710	100,012	\$12,543.60	1.64%
2	5544-021-911	Lacmta	5436 Hollywood Blvd	0	13,157	13,157	\$1,650.16	0.22%
2	5544-021-912	Lacmta	5430 Hollywood Blvd	0	12,783	12,783	\$1,603.26	0.21%
2	5544-021-913	Lacmta	1674 N Western Ave	0	7,926	7,926	\$994.09	0.13%
		Total Lacmta					\$16,791.11	2.20%
		Total Govt Assessments					\$22,929.34	3.00%

Section 5 District Rules and Regulations

Pursuant to the Property and Business Improvement law of 1994, as amended, a business improvement district may establish rules and regulations that uniquely apply to the District. The District has adopted the following rules:

- Competitive Procurement Process**
 The Owner's Association shall develop a policy for competitive bidding when purchasing substantial amounts of services, products and/or equipment. The policy will aim to maximize service, quality, efficiency and cost effectiveness.
- Treatment of Residential Housing**
 In accordance with Section 36632 (c) of the California Streets and Highways Code, properties zoned solely for residential or agricultural use are conclusively presumed not to receive special benefit from the improvements and service funded through the assessments of the District and are not subject to any assessment pursuant to Section 36632 (c). Therefore, properties zoned solely for residential or agricultural use within the boundaries of the District, if any, will not be assessed.
- Renewal**
 District funds may be used for renewing the District. District rollover funds may be spent on renewal.

Section 6 Implementation Timetable

The Hollywood Western Business Improvement District is expected to be established and begin implementation of the Management District Plan on January 1, 2017. Consistent with State law the Hollywood Western Business Improvement District will have a five-year life through December 31, 2021.

Section 7 Parcel Roll

Zone	APN	Owner Names	Situs Address	Bldg	Lot	Bldg + Lot	Total Assessment	% of total
2	5586-032-900	L A City (fire station)	5777 Hollywood Blvd	21,492	27,449	48,941	\$6,138.23	0.80%
		Total LA City					\$6,138.23	0.80%
2	5544-021-910	Lacmta	1672 N Western Ave	78,302	21,710	100,012	\$12,543.60	1.64%
2	5544-021-911	Lacmta	5436 Hollywood Blvd	0	13,157	13,157	\$1,650.16	0.22%
2	5544-021-912	Lacmta	5430 Hollywood Blvd	0	12,783	12,783	\$1,603.26	0.21%
2	5544-021-913	Lacmta	1674 N Western Ave	0	7,926	7,926	\$994.09	0.13%
		Total Lacmta					\$16,791.11	2.20%
		Total Govt Assessments					\$22,929.34	3.00%

Zone	APN	Situs Address	Bldg	Lot	Bldg + Lot	Total Assessment	% of total
1	5536-003-003	5509 Lexington Ave	0	2,250	2,250	\$188.06	0.02%
1	5536-003-004	5505 Lexington Ave	0	5,250	5,250	\$438.81	0.06%
1	5536-003-005	1203 N Western Ave	7,500	7,500	15,000	\$1,253.75	0.16%
1	5536-003-006	1211 N Western Ave	7,500	7,500	15,000	\$1,253.75	0.16%
1	5536-008-001	5503 Virginia Ave	10,846	7,500	18,346	\$1,533.42	0.20%
1	5536-008-002	1157 N Western Ave	6,653	7,500	14,153	\$1,182.95	0.15%
1	5536-008-003	1163 N Western Ave	5,393	7,500	12,893	\$1,077.64	0.14%
1	5536-008-004	1167 N Western Ave	18,000	13,485	31,485	\$2,631.62	0.34%
1	5536-009-001	5453 Virginia Ave	12,720	7,000	19,720	\$1,648.26	0.22%
1	5536-009-002	1156 N Western Ave	5,000	7,000	12,000	\$1,003.00	0.13%
1	5536-009-003	1162 N Western Ave	7,292	7,000	14,292	\$1,194.57	0.16%
1	5536-009-004	1170 N Western Ave	4,950	6,999	11,949	\$998.74	0.13%
1	5536-009-005	1178 N Western Ave	6,535	11,870	18,405	\$1,538.35	0.20%
1	5536-010-004	1116 N Western Ave	6,900	7,000	13,900	\$1,161.81	0.15%
1	5536-010-005	1138 N Western Ave	6,000	7,196	13,196	\$1,102.96	0.14%
1	5536-010-036	1110 N Western Ave	12,892	13,000	25,892	\$2,164.14	0.28%
1	5536-011-003	1105 N Western Ave	8,280	3,000	11,280	\$942.82	0.12%
1	5536-011-004	1109 N Western Ave	7,000	15,000	22,000	\$1,838.83	0.24%
1	5536-011-019	1119 N Western Ave	10,284	18,113	28,397	\$2,373.51	0.31%
1	5537-001-003	1277 N Western Ave	1,196	12,795	13,991	\$1,169.41	0.15%
1	5537-002-026	1250 N Western Ave	27,600	21,306	48,906	\$4,087.72	0.54%
1	5537-002-027	1276 N Western Ave	0	21,516	21,516	\$1,798.38	0.24%
1	5543-001-001	5070 Hollywood Blvd	7,459	8,499	15,958	\$1,333.82	0.17%
1	5543-001-002	5066 Hollywood Blvd	2,100	2,400	4,500	\$376.12	0.05%
1	5543-001-003	5066 Hollywood Blvd	0	150	150	\$12.54	0.00%
1	5543-001-028	5056 Hollywood Blvd	7,700	7,150	14,850	\$1,241.21	0.16%
1	5543-001-029	5050 Hollywood Blvd	6,020	11,157	17,177	\$1,435.71	0.19%
1	5543-004-001	5034 Hollywood Blvd	5,489	4,654	10,143	\$847.78	0.11%
1	5543-004-033	5000 Hollywood Blvd	16,153	46,914	63,067	\$5,271.34	0.69%
1	5543-005-003	4966 Hollywood Blvd	2,342	3,590	5,932	\$495.82	0.06%
1	5543-005-006	4964 Hollywood Blvd	2,700	4,078	6,778	\$566.53	0.07%

1	5543-005-025	4968 Hollywood Blvd	7,516	13,590	21,106	\$1,764.11	0.23%
1	5543-005-027	4950 Hollywood Blvd	1,394	4,926	6,320	\$528.25	0.07%
1	5543-005-028	4960 Hollywood Blvd	1,949	3,969	5,918	\$494.65	0.06%
1	5543-008-001	4926 Hollywood Blvd	4,154	6,347	10,501	\$877.71	0.11%
1	5543-008-002	1646 N Kenmore Ave	5,850	3,678	9,528	\$796.38	0.10%
1	5543-008-029	4918 Hollywood Blvd	13,507	16,800	30,307	\$2,533.16	0.33%
2	5544-002-001	5625 Hollywood Blvd	14,937	12,749	27,686	\$3,472.40	0.45%
2	5544-002-002	5631 Hollywood Blvd	8,854	9,900	18,754	\$2,352.14	0.31%
2	5544-002-003	5645 Hollywood Blvd	4,142	5,550	9,692	\$1,215.58	0.16%
2	5544-002-025	5647 Hollywood Blvd	11,209	11,871	23,080	\$2,894.72	0.38%
2	5544-002-060	5655 Hollywood Blvd	5,900	6,974	12,874	\$1,614.67	0.21%
2	5544-003-022	5601 Hollywood Blvd	11,460	15,018	26,478	\$3,320.90	0.43%
2	5544-003-023	5611 Hollywood Blvd	19,636	15,011	34,647	\$4,345.46	0.57%
2	5544-003-049	5555 Hollywood Blvd	121,265	37,504	158,769	\$19,912.96	2.61%
1	5544-004-015	1823 N Western Ave	7,070	8,498	15,568	\$1,301.22	0.17%
1	5544-004-025	5512 Franklin Ave	2,800	17,004	19,804	\$1,655.28	0.22%
1	5544-004-032	1841 N Western Ave	23,233	49,369	72,602	\$6,068.31	0.79%
1	5544-004-033	1811 N Western Ave	7,301	23,991	31,292	\$2,615.49	0.34%
1	5544-004-034	1801 N Western Ave	6,010	16,038	22,048	\$1,842.84	0.24%
2	5544-005-001	5519 Hollywood Blvd	2,000	2,500	4,500	\$564.39	0.07%
2	5544-005-002	5521 Hollywood Blvd	2,000	2,500	4,500	\$564.39	0.07%
2	5544-005-003	5533 Hollywood Blvd	88,280	23,501	111,781	\$14,019.68	1.84%
1	5544-005-017	1753 N Western Ave	986	1,305	2,291	\$191.49	0.03%
1	5544-005-028	1745 N Western Ave	29,188	16,002	45,190	\$3,777.13	0.49%
1	5544-005-031	1733 N Western Ave	0	17,003	17,003	\$1,421.17	0.19%
2	5544-005-032	1715 N Western Ave	19,127	26,040	45,167	\$5,664.89	0.74%
2	5544-005-033	1727 N Western Ave	20,540	20,540	41,080	\$5,152.29	0.67%
1	5544-006-024	5448 Franklin Ave	1,876	4,949	6,825	\$570.46	0.07%
1	5544-006-047	1830 N Western Ave	4,598	9,876	14,474	\$1,209.78	0.16%
1	5544-006-051	1842 N Western Ave	0	15,099	15,099	\$1,262.02	0.17%
1	5544-006-052	1868 N Western Ave	0	4,366	4,366	\$364.92	0.05%
1	5544-006-053	1868 N Western Ave	1,971	7,591	9,562	\$799.22	0.10%
2	5544-007-007	5401 Hollywood Blvd	4,900	8,444	13,344	\$1,673.62	0.22%
2	5544-007-008	1711 N Serrano Ave	5,592	6,709	12,301	\$1,542.80	0.20%
1	5544-007-015	1826 N Western Ave	16,320	15,647	31,967	\$2,671.90	0.35%
1	5544-007-016	1802 N Western Ave	6,660	18,549	25,209	\$2,107.05	0.28%
1	5544-007-022	1800 N Western Ave	38,998	14,328	53,326	\$4,457.16	0.58%
1	5544-007-023	1760 N Western Ave	0	16,883	16,883	\$1,411.14	0.18%
1	5544-007-026	1730 N Western Ave	17,286	33,458	50,744	\$4,241.35	0.56%
1	5544-007-030	1750 N Western Ave	69,141	32,499	101,640	\$8,495.40	1.11%
2	5544-007-032	5455 Hollywood Blvd	228,921	133,135	362,056	\$45,409.41	5.95%
2	5544-007-033	5411 Hollywood Blvd	105,430	4,321	109,751	\$13,765.08	1.80%
1	5544-009-001	5251 Hollywood Blvd	9,939	14,575	24,514	\$2,048.96	0.27%
1	5544-009-022	5333 Hollywood Blvd	18,323	22,379	40,702	\$3,402.00	0.45%
1	5544-009-026	5253 Hollywood Blvd	15,700	41,597	57,297	\$4,789.07	0.63%
1	5544-009-028	5311 Hollywood Blvd	18,756	37,102	55,858	\$4,668.79	0.61%
1	5544-010-020	5235 Hollywood Blvd	4,857	7,999	12,856	\$1,074.55	0.14%
1	5544-010-023	5229 Hollywood Blvd	14,088	22,014	36,102	\$3,017.52	0.40%
1	5544-010-025	5217 Hollywood Blvd 218	75,606	23,017	98,623	\$8,243.23	1.08%
1	5544-010-026	5201 Hollywood Blvd	19,441	22,013	41,454	\$3,464.86	0.45%
1	5544-011-021	5151 Hollywood Blvd	7,452	12,086	19,538	\$1,633.05	0.21%

1	5544-011-041	5169 Hollywood Blvd	36,248	10,500	46,748	\$3,907.35	0.51%
1	5544-011-046	5185 Hollywood Blvd	4,463	8,624	13,087	\$1,093.85	0.14%
1	5544-012-019	1711 N Normandie Ave	9,668	13,220	22,888	\$1,913.05	0.25%
1	5544-012-020	5109 Hollywood Blvd	2,340	2,875	5,215	\$435.89	0.06%
1	5544-012-021	5113 Hollywood Blvd	0	10,498	10,498	\$877.46	0.11%
1	5544-012-042	5119 Hollywood Blvd	5,600	10,067	15,667	\$1,309.50	0.17%
1	5544-012-043	5131 Hollywood Blvd	9,664	11,790	21,454	\$1,793.19	0.23%
1	5544-013-021	1650 Winona Blvd	3,896	5,544	9,440	\$789.03	0.10%
1	5544-013-024	5126 Hollywood Blvd	4,132	9,667	13,799	\$1,153.36	0.15%
1	5544-013-027	5106 Hollywood Blvd	3,856	6,500	10,356	\$865.59	0.11%
1	5544-013-028	5102 Hollywood Blvd	2,880	6,163	9,043	\$755.84	0.10%
1	5544-013-038	5140 Hollywood Blvd	4,987	13,438	18,425	\$1,540.02	0.20%
1	5544-013-069	5112 Hollywood Blvd	13,087	20,000	33,087	\$2,765.52	0.36%
1	5544-015-013	5156 Hollywood Blvd	4,740	6,294	11,034	\$922.26	0.12%
1	5544-015-014	5150 Hollywood Blvd	4,215	5,845	10,060	\$840.85	0.11%
1	5544-015-071	5170 Hollywood Blvd	6,490	13,606	20,096	\$1,679.69	0.22%
1	5544-016-002	5200 Hollywood Blvd	12,684	10,637	23,321	\$1,949.24	0.26%
1	5544-016-011	5216 Hollywood Blvd	33,743	16,273	50,016	\$4,180.50	0.55%
1	5544-016-042	5206 Hollywood Blvd	3,775	9,623	13,398	\$1,119.85	0.15%
1	5544-018-001	5250 Hollywood Blvd	12,715	21,629	34,344	\$2,870.58	0.38%
1	5544-018-002	5272 Hollywood Blvd	0	8,799	8,799	\$735.45	0.10%
1	5544-018-003	5280 Hollywood Blvd	7,900	5,500	13,400	\$1,120.02	0.15%
1	5544-020-002	5310 Hollywood Blvd	4,029	16,110	20,139	\$1,683.28	0.22%
1	5544-020-019	5334 Hollywood Blvd	525	1,125	1,650	\$137.91	0.02%
1	5544-020-020	5324 Hollywood Blvd	1,344	6,750	8,094	\$676.52	0.09%
1	5544-020-023	5328 Hollywood Blvd	4,103	9,870	13,973	\$1,167.91	0.15%
1	5544-020-024	5300 Hollywood Blvd	0	6,790	6,790	\$567.53	0.07%
2	5544-021-022	5420 Hollywood Blvd	26,448	40,430	66,878	\$8,387.90	1.10%
2	5544-021-028	5443 Carlton Way	64,386	40,993	105,379	\$13,216.74	1.73%
2	5544-021-029	5400 Hollywood Blvd	0	14,060	14,060	\$1,763.42	0.23%
2	5544-022-002	1608 N Western Ave	3,300	6,000	9,300	\$1,166.42	0.15%
2	5544-022-023	5435 W Sunset Blvd	10,980	11,089	22,069	\$2,767.92	0.36%
2	5544-022-028	1524 N Western Ave	0	7,256	7,256	\$910.05	0.12%
2	5544-022-029	1530 N Western Ave	0	2,503	2,503	\$313.93	0.04%
2	5544-022-031	1536 N Western Ave	24,108	7,983	32,091	\$4,024.88	0.53%
2	5544-022-051	1544 N Western Ave	676	5,003	5,679	\$712.27	0.09%
2	5544-022-052	1546 N Western Ave	4,773	12,283	17,056	\$2,139.18	0.28%
2	5544-022-053	5419 W Sunset Blvd	34,920	31,499	66,419	\$8,330.34	1.09%
2	5544-022-054	5401 W Sunset Blvd	12,870	29,627	42,497	\$5,330.01	0.70%
2	5544-022-055	1620 N Western Ave	2,492	6,184	8,676	\$1,088.15	0.14%
2	5544-022-063	5451 W Sunset Blvd	72,296	39,007	111,303	\$13,959.73	1.83%
2	5544-022-064	1500 N Western Ave	1,044	1,541	2,585	\$324.21	0.04%
2	5544-022-078	1600 N Western Ave	44,858	23,992	68,850	\$8,635.23	1.13%
2	5544-023-023	5525 W Sunset Blvd	31,666	96,891	128,557	\$16,123.74	2.11%
2	5544-023-024	5533 W Sunset Blvd	18,929	36,298	55,227	\$6,926.62	0.91%
2	5544-024-001	5521 Harold Way	47,284	27,360	74,644	\$9,361.92	1.23%
2	5544-024-011	1617 N Western Ave	4,764	12,499	17,263	\$2,165.14	0.28%
2	5544-024-013	1615 N Western Ave	11,116	14,921	26,037	\$3,265.59	0.43%
2	5544-025-007	5517 Carlton Way	3,312	9,177	12,489	\$1,566.38	0.21%
2	5544-025-008	1661 N Western Ave	0	9,019	9,019	\$1,131.17	0.15%
2	5544-025-009	1657 N Western Ave	0	9,013	9,013	\$1,130.42	0.15%

2	5544-025-010	1655 N Western Ave	11,994	10,514	22,508	\$2,822.98	0.37%
2	5544-025-016	5556 Hollywood Blvd	7,440	6,276	13,716	\$1,720.27	0.23%
2	5544-025-032	5500 Hollywood Blvd 4thfl	43,873	12,738	56,611	\$7,100.21	0.93%
2	5544-025-033	1671 N Western Ave	21,932	6,845	28,777	\$3,609.24	0.47%
2	5544-025-035	5524 Hollywood Blvd	0	82,764	82,764	\$10,380.34	1.36%
2	5544-026-001	5648 Hollywood Blvd	8,750	14,151	22,901	\$2,872.27	0.38%
2	5544-026-003	5640 Hollywood Blvd	11,020	11,408	22,428	\$2,812.94	0.37%
2	5544-026-004	5634 Hollywood Blvd	3,480	9,510	12,990	\$1,629.22	0.21%
2	5544-026-005	5632 Hollywood Blvd	4,548	9,257	13,805	\$1,731.44	0.23%
2	5544-026-006	5620 Hollywood Blvd	11,170	23,765	34,935	\$4,381.58	0.57%
2	5544-026-007	5610 Hollywood Blvd	12,950	13,308	26,258	\$3,293.30	0.43%
2	5544-026-008	5604 1/2 Hollywood Blvd	8,280	10,458	18,738	\$2,350.14	0.31%
2	5544-026-009	5600 Hollywood Blvd	0	9,514	9,514	\$1,193.26	0.16%
2	5544-028-007	5639 W Sunset Blvd	12,775	13,003	25,778	\$3,233.10	0.42%
2	5544-028-027		0	246	246	\$30.85	0.00%
2	5544-028-029	5657 W Sunset Blvd	2,291	28,537	30,828	\$3,866.48	0.51%
2	5544-028-030	5625 W Sunset Blvd	18,841	32,725	51,566	\$6,467.46	0.85%
2	5544-028-031	5615 W Sunset Blvd	9,346	30,274	39,620	\$4,969.18	0.65%
2	5544-029-011	1417 N Western Ave	0	164,862	164,862	\$20,677.15	2.71%
2	5544-029-032	5600 W Sunset Blvd	131,188	265,061	396,249	\$49,697.93	6.51%
1	5544-030-008	5645 Fernwood Ave	11,832	15,952	27,784	\$2,322.28	0.30%
1	5544-030-010	5621 Fernwood Ave	9,885	14,295	24,180	\$2,021.04	0.26%
1	5544-030-011	5617 Fernwood Ave	7,812	8,248	16,060	\$1,342.35	0.18%
1	5544-030-012	5615 Fernwood Ave	7,812	8,256	16,068	\$1,343.02	0.18%
1	5544-030-015	1353 N Western Ave	396	16,162	16,558	\$1,383.97	0.18%
1	5544-030-021	5522 De Longpre Ave	0	8,269	8,269	\$691.15	0.09%
1	5544-030-029	5533 Fernwood Ave	3,536	8,268	11,804	\$986.62	0.13%
1	5544-030-030	5527 Fernwood Ave	0	8,268	8,268	\$691.07	0.09%
1	5544-030-031	5523 Fernwood Ave	0	8,269	8,269	\$691.15	0.09%
1	5544-030-032	5517 Fernwood Ave	0	8,267	8,267	\$690.98	0.09%
1	5544-030-035	5516 Fernwood Ave	0	8,022	8,022	\$670.50	0.09%
1	5544-030-036	5522 Fernwood Ave	1,822	8,006	9,828	\$821.46	0.11%
1	5544-030-037	5528 Fernwood Ave	7,981	7,990	15,971	\$1,334.91	0.17%
1	5544-030-038	5534 Fernwood Ave	11,552	7,973	19,525	\$1,631.96	0.21%
1	5544-030-039	5538 Fernwood Ave	0	7,864	7,864	\$657.30	0.09%
1	5544-030-040	5542 Fernwood Ave	0	6,266	6,266	\$523.73	0.07%
1	5544-030-041	5600 Fernwood Ave	26,400	7,918	34,318	\$2,868.41	0.38%
1	5544-030-042	5608 Fernwood Ave	2,584	5,291	7,875	\$658.22	0.09%
1	5544-030-050	5612 Fernwood Ave	794	3,012	3,806	\$318.12	0.04%
1	5544-030-052	5604 De Longpre Ave	20,062	41,285	61,347	\$5,127.58	0.67%
1	5544-030-054	1301 N Western Ave	6,743	21,832	28,575	\$2,388.39	0.31%
1	5544-030-055	1375 N Western Ave	8,660	41,280	49,940	\$4,174.15	0.55%
1	5544-030-056	1370 N St Andrews Pl	66,944	49,514	116,458	\$9,733.94	1.27%
1	5544-030-057		10,637	15,733	26,370	\$2,204.09	0.29%
1	5544-030-058	1325 N Western Ave	22,037	15,356	37,393	\$3,125.43	0.41%
1	5544-030-059	5620 De Longpre Ave	24,674	33,033	57,707	\$4,823.34	0.63%
1	5544-031-018	1316 N Western Ave	3,438	6,355	9,793	\$818.53	0.11%
1	5544-031-023	1300 N Western Ave	2,070	13,440	15,510	\$1,296.38	0.17%
2	5544-032-013	1377 N Serrano Ave	0	59,904	59,904	\$7,513.22	0.98%
2	5544-032-014	5433 Fernwood Ave	23,308	24,924	48,232	\$6,049.30	0.79%
2	5544-032-016	1377 N Serrano Ave	35,480	66,338	101,818	\$12,770.11	1.67%

2	5544-032-017	5450 W Sunset Blvd	4,127	4,094	8,221	\$1,031.09	0.14%
2	5544-032-018	5420 W Sunset Blvd	102,037	290,023	392,060	\$49,172.55	6.44%
2	5586-030-020	1711 N Van Ness Ave	17,452	56,870	74,322	\$9,321.54	1.22%
2	5586-032-023	5763 Hollywood Blvd	5,370	16,052	21,422	\$2,686.77	0.35%
2	5586-034-018	5701 Hollywood Blvd	3,420	9,974	13,394	\$1,679.89	0.22%
2	5586-034-022	5711 Hollywood Blvd	16,149	33,035	49,184	\$6,168.70	0.81%
2	5586-035-001	5770 HOLLYWOOD BLVD,	2,350	9,221	11,571	\$1,451.25	0.19%
2	5586-035-002	5766 Hollywood Blvd	8,750	8,750	17,500	\$2,194.87	0.29%
2	5586-035-035	5704 W Sunset Blvd	5,159	3,762	8,921	\$1,118.88	0.15%
2	5586-035-036	5700 Hollywood Blvd	3,340	21,875	25,215	\$3,162.49	0.41%
2	5586-035-040	5732 Hollywood Blvd	23,528	37,625	61,153	\$7,669.87	1.00%
2	5586-035-041	5718 Hollywood Blvd	48,752	23,625	72,377	\$9,077.59	1.19%
1	5589-033-053	4949 Hollywood Blvd	31,816	19,261	51,077	\$4,269.18	0.56%
1	5589-033-055	4977 Hollywood Blvd	3,912	11,644	15,556	\$1,300.22	0.17%
1	5589-035-002	5019 Hollywood Blvd	1,050	4,001	5,051	\$422.18	0.06%
1	5589-035-003		0	2,600	2,600	\$217.32	0.03%
1	5589-035-004	5001 Hollywood Blvd	14,400	10,999	25,399	\$2,122.93	0.28%
1	5589-035-028	1712 N MARIPOSA AVE	7,688	15,832	23,520	\$1,965.88	0.26%
1	5589-037-025	5051 Hollywood Blvd	4,984	8,303	13,287	\$1,110.57	0.15%
1	5589-037-029	5065 Hollywood Blvd	14,986	31,701	46,687	\$3,902.25	0.51%
1	5589-038-035	4915 Hollywood Blvd	7,016	29,441	36,457	\$3,047.19	0.40%
		Non-Govt Assessment				\$740,646.18	97.00%
		Govt Assessment				\$22,929.34	3.00%
		Total Assessments				\$763,575.51	100.00%



Rita Moreno <rita.moreno@lacity.org>

RE: HR66 PBID Steering Committee Meeting Today - CANCELLED

1 message

Gubler, Leron <Leron@hollywoodchamber.net>

Wed, May 9, 2018 at 10:47 AM

To: Gina T <gtrechter@civitasadvisors.com>, Jeff Zarrinnam <jeff@hollywoodhotel.net>, "Jauregui, Jacob" <jacob@hollywoodchamber.net>, Larry Neuberger <larryneuberger@nnigroup.com>, Ferris Wehbe <ferriswehbe@gmail.com>, Tyler <tyler@hollywoodforever.com>, Rita Moreno <rita.moreno@lacity.org>, Scott Hayner <shayner@cimgroup.com>, Oliver Baker <OBaker@cimgroup.com>

Gina,

I did follow up with Barry Pritchard of Omega Cinema Props and Steve Stork of Jons Markets but neither called me back. I will try again, but I think we do need to correct email and name of Steve Stork. You have him listed as Steve Stark. Email should be sstork@jonsmarketplace.com.

Best,

Leron



Leron Gubler

President & CEO

Hollywood Chamber of
Commerce

6255 Sunset Blvd, Ste 150,
Hollywood, Ca 90028
323-469-8311 x12

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www.walkoffame.com



From: Gina T [mailto:gtrechter@civitasadvisors.com]

Sent: Wednesday, May 9, 2018 8:48 AM

To: Jeff Zarrinam <jeff@hollywoodhotel.net>; Gubler, Leron <Leron@hollywoodchamber.net>; Jauregui, Jacob <jacob@HOLLYWOODCHAMBER.NET>; Larry Neuberg <larryneuberg@nnigroup.com>; Ferris Wehbe <ferriswehbe@gmail.com>; Tyler <tyler@hollywoodforever.com>; Rita Moreno <rita.moreno@lacity.org>; Scott Hayner <shayner@cimgroup.com>; Oliver Baker <OBaker@cimgroup.com>

Subject: HR66 PBID Steering Committee Meeting Today - CANCELLED

Good morning HR66 Steering Committee,

I'd like to **cancel** today's meeting, as I don't have any updates on my end on the project. I know you all are very busy with your day job, so don't want to take up your time if it's not imperative. Additionally, until we get feedback on the City on the property data, we can't do much on the document front.

That being said, please continue to reach out to the property owners you have been assigned to and with whom you have relationships with! **If you have had any conversations/meetings since our last call, please email me with the owner name and what was discussed** so I can update both the ATBO and include in the Feasibility Study that I will be updating this month.

Let me know if you have any questions or any needs at this time.

Regards,

Gina

--

Gina Trechter

Project Manager

Civitas

p: 800.999.7781 m: 951-285-1461

d: 213-236-2336

a: 633 West 5th Street, Suite 1800, Los Angeles, CA 90071

w: www.civitasadvisors.com e: gtrechter@civitasadvisors.com

HR66 PBID Steering Committee Meeting - 5/23 Agenda and Meeting Docs

Gubler, Leron <Leron@hollywoodchamber.net>

Tue, May 22, 2018 at 11:50 AM

To: Gina T <gtrechter@civitasadvisors.com>, Jeff Zarrinam <jeff@hollywoodhotel.net>, "Jauregui, Jacob" <jacob@hollywoodchamber.net>, Larry Neuberg <larryneuberg@nnigroup.com>, Ferris Wehbe <ferriswehbe@gmail.com>, Tyler <tyler@hollywoodforever.com>, Rita Moreno <rita.moreno@lacity.org>, Scott Hayner <shayner@cimgroup.com>, Oliver Baker <OBaker@cimgroup.com>

Jeff and I will be in Sacramento on the Chamber' annual advocacy trip tomorrow and so wouldn't be available to participate on this call.

Leron



Leron Gubler

President & CEO
Hollywood Chamber of
Commerce

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From: Gina T [mailto:gtrechter@civitasadvisors.com]

Sent: Tuesday, May 22, 2018 11:17 AM

To: Jeff Zarrinam <jeff@hollywoodhotel.net>; Gubler, Leron <Leron@hollywoodchamber.net>; Jauregui, Jacob <jacob@HOLLYWOODCHAMBER.NET>; Larry Neuberg <larryneuberg@nnigroup.com>; Ferris Wehbe <ferriswehbe@gmail.com>; Tyler <tyler@hollywoodforever.com>; Rita Moreno <rita.moreno@lacity.org>; Scott Hayner <shayner@cimgroup.com>; Oliver Baker <OBaker@cimgroup.com>

Subject: HR66 PBID Steering Committee Meeting - 5/23 Agenda and Meeting Docs

Hello HR66 Steering Committee,

As a reminder, we have our Steering Committee

tomorrow, May 23

at 10am. It should be a fairly quick call, but please find the supporting docs attached:

1. Agenda
2. Meeting Minutes from

4-11

-18 Steering Committee Call

3.

ATBO

4. Service Plan
5. HR66 FAQs
6. Boundary map

Below are the call-in details:

Conference Line: (267) 930-4000

Participant's Code: 291-960-323#

Chat then!

Regards,

Gina

--

Gina Trechter

Project Manager

Civitas

p: 800.999.7781 m: 951-285-1461

d: 213-236-2336

a: 633 West 5th Street, Suite 1800, Los Angeles, CA 90071

w: www.civitasadvisors.com e: gtrechter@civitasadvisors.com



Hollywood Route 66 PBID Formation Steering Committee Meeting

May 23, 2018
10:00pm

Call in Number: (267) 930-4000
Code: 291-960-323#

Agenda

- 1) Review and Approve 4-11-18 Steering Committee Meeting Minutes
- 2) Property Owner Outreach Updates
- 3) City Contract Deliverable Updates
 - a) Feasibility Study
 - b) Database
- 4) Next Steps
 - a) Continue Owner Outreach
 - b) Obtain Approved Database from City
 - c) Draft Management District Plan
 - d) Next Steering Committee Meeting – June 6th @ 10:00am



Hollywood Route 66 PBID Formation

Steering Committee Meeting Minutes

April 11, 2018

Call to Order:

A meeting of the Hollywood Route 66 PBID Steering Committee was held via conference call on April 11, 2018 at 10:00am

Attendees:

Gina Trechter (Civitas), Jeff Zarrinam, Ferris Wehbe, Leron Gubler (Chamber) and Jacob (Chamber)

Agenda Items:

1. Steering Committee Meeting Minutes – Minutes were reviewed from the March 19, 2018 Steering Committee meeting and approved.
2. Property Owner Outreach – The outreach items that have taken place over the last few weeks were reviewed. An informational packet was mailed to each property owner in the proposed boundaries, and include info on BIDs, the HR66 proposed boundary map and Draft Service Plan. The info was also followed-up by an e-blast to those owners (70) in which we had email addresses for. The call to action was a one-on-one meeting with the owners to discuss the Plan and their assessment rate. We discussed the few owners that responded to the mailer/e-blast. We also reviewed the ATBO and assigned committee members owners to individually reach out.
3. Next Steps – Committee members will continue outreach to engage and inform property owners.

Unfinished Business:

None.

Announcements:

Next meeting will be held via conference call on April 23, 2018 at 10:00pm

Action Items	Owner(s)	Deadline	Status
Update ATBO with Assignments	Gina	Apr 23, 2018	Complete
Committee to conduct outreach	Committee	Ongoing	



Hollywood Route 66 PBID Advanced Total by Owner (05/22/2018)

Total Assessment: \$415,051.91

ASSESSMENT:

Commercial: (Lot Size * 0.0810) + (Building Size * 0.0709) + (Frontage * 4.05)

(Primary School Parcels: assessed 40% of commercial rate for building size and frontage, 25% for lot size)

Total # of Assessed parcels: 209

Total # of Assessed owners: 139

POID NAME			CONTACT	CONTACT EMAIL	CONTACT PHONE		SUPPORT	ASSIGNMENT
MAP KE	APN	SITE ADDRESS	LOT SIZE	BUILDING SIZE	FRONTAGE	ASSESSMENT	PERCENT	PROPERTY NOTES
123	OMEGA CP1 LLC		BARRY PRITCHARD	barrypritchard@omegacinem aprops.com		323-466-8201	(S)	Leron G
39	5534017021	5831 SANTA MONICA BLVD	59,106	116,040	294	\$14,207.06	3.42%	
85	5536013001	5759 SANTA MONICA BLVD	7,473	13,094	49	\$1,731.72	0.42%	
86	5536013002	5751 SANTA MONICA BLVD	7,641	15,200	50	\$1,899.10	0.46%	
87	5536013003	5745 SANTA MONICA BLVD	7,642	15,200	50	\$1,899.18	0.46%	
88	5536013005	5727 SANTA MONICA BLVD	7,643	7,200	50	\$1,332.06	0.32%	
89	5536013006	5721 SANTA MONICA BLVD	7,643	4,850	50	\$1,165.45	0.28%	
94	5536013024	5755 SANTA MONICA BLVD	7,642	15,200	50	\$1,899.18	0.46%	
95	5536013025	5731 SANTA MONICA BLVD	15,285	14,000	100	\$2,635.69	0.64%	
TOTAL:						\$26,769.44	6.45%	

NOTES: Last contacted 4/23/18 (left message)

91	L A CITY		HOLLY L WALCOTT (CITY CLERK)			213-978-1020		
218	5539002900	4550 SANTA MONICA BLVD	99,724	0	240	\$9,049.64	2.18%	missing bsf
219	5539002902	4574 SANTA MONICA BLVD	20,707	10,640	120	\$2,917.64	0.70%	
220	5539002903	4584 SANTA MONICA BLVD	10,327	10,330	60	\$1,811.88	0.44%	
221	5539002904	4500 SANTA MONICA BLVD	10,092	10,210	120	\$2,027.34	0.49%	
222	5539002905	1018 MADISON AVE	8,606	0	0	\$697.09	0.17%	empty lot
223	5539002906	4594 SANTA MONICA BLVD	5,999	4,152	60	\$1,023.30	0.25%	
224	5539002907	4590 SANTA MONICA BLVD	6,000	4,294	60	\$1,033.44	0.25%	

POID		NAME	CONTACT		CONTACT EMAIL	CONTACT PHONE	SUPPORT	ASSIGNMENT	
MAP KE		APN	SITE ADDRESS	LOT SIZE	BUILDING SIZE	FRONTAGE	ASSESSMENT	PERCENT	PROPERTY NOTES
265		5542027900	0	15,406	0	154	\$1,871.59	0.45%	bsf on adjacent parcel
266		5542027901	1112 MADISON AVE	10,679	4,488	0	\$1,183.20	0.29%	
TOTAL:							\$21,615.12	5.21%	
NOTES:		Library Branch Mgr - Hilary St. George (contacted (4/16/18))							
9		5601 5667 SANTA MONICA BLVD LA		SCOTT HAYNER	shayner@cimgroup.com		323-860-9542	(S)	Gina T
84		5536012017		205,100	0	743	\$19,623.02	4.73%	missing bsf
TOTAL:							\$19,623.02	4.73%	
NOTES:		Steering Comm Member							
54		EXCEL INVESTMENTS				916-550-5309			
42		5534020034	5830 SANTA MONICA BLVD	104,383	52,081	1,022	\$16,288.65	3.92%	
TOTAL:							\$16,288.65	3.92%	
NOTES:									
48		DECMAC DEVELOPERS LLC		STEVEN STORK	sstork@jonsmarketplace.com		323-460-4646	(S)	Leron G
135		5537008020	5311 SANTA MONICA BLVD	79,924	33,440	250	\$9,857.24	2.37%	
TOTAL:							\$9,857.24	2.37%	
NOTES:		Last contacted 4/23/18 (left message)							
165		THREE N SANTA MONICA LLC		LARRY NUBERG	larryneuberg@nnigroup.com		323-769-4861	(S)	
20		5534012025	5975 SANTA MONICA BLVD	10,010	4,500	100	\$1,534.86	0.37%	
32		5534014010	6001 SANTA MONICA BLVD	27,010	20,060	135	\$4,156.81	1.00%	
33		5534014011	6011 SANTA MONICA BLVD	6,752	13,500	135	\$2,050.81	0.49%	
34		5534014012	6025 SANTA MONICA BLVD	6,752	20,250	0	\$1,982.64	0.48%	
TOTAL:							\$9,725.12	2.34%	
NOTES:		Steering Comm Member							
55		EXTRA SPACE PROPERTIES TWENTY		DEREK BERGEON	dbergeon@extraspace.com		213-215-6210	(S)	
40		5534017022	5823 SANTA MONICA BLVD	21,416	71,700	150	\$7,425.73	1.79%	
41		5534017023	5801 SANTA MONICA BLVD	21,022	0	133	\$2,241.43	0.54%	bsf on adjacent parcel

POID	NAME		CONTACT	CONTACT EMAIL	CONTACT PHONE	SUPPORT	ASSIGNMENT	
MAP KE	APN	SITE ADDRESS	LOT SIZE	BUILDING SIZE	FRONTAGE	ASSESSMENT	PERCENT	PROPERTY NOTES
TOTAL:						\$9,667.16	2.33%	
NOTES:								
92	L A UNIFIED SCHOOL DIST		KRISZTINA TOKES (DIR. ASSET MNGT)			213-241-2413		Gina T
21	5534012900	1122 GORDON ST	0	0	0	\$0.00	0.00%	EXEMPT - Zoned Residential
22	5534012901	1130 GORDON ST	0	0	0	\$0.00	0.00%	EXEMPT - Zoned Residential
23	5534012902	1127 TAMARIND AVE	0	0	0	\$0.00	0.00%	EXEMPT - Zoned Residential
24	5534012903	1119 TAMARIND AVE	0	0	0	\$0.00	0.00%	EXEMPT - Zoned Residential
25	5534012904	1116 GORDON ST	0	0	0	\$0.00	0.00%	EXEMPT - Zoned Residential
26	5534012905	1111 TAMARIND AVE	6,505	7,136	0	\$334.10	0.08%	
27	5534012906	1126 GORDON ST	0	0	0	\$0.00	0.00%	EXEMPT - Zoned Residential
28	5534012907	1131 TAMARIND AVE	0	0	0	\$0.00	0.00%	EXEMPT - Zoned Residential
29	5534012908	1123 TAMARIND AVE	0	0	0	\$0.00	0.00%	EXEMPT - Zoned Residential
30	5534012909	5951 SANTA MONICA BLVD	16,009	6,486	160	\$767.33	0.18%	
31	5534012910	1112 GORDON ST	6,504	1,637	0	\$178.13	0.04%	
96	5536014900	1070 VAN NESS AVE	133,437	0	209	\$3,040.68	0.73%	missing bsf
97	5536014906	1051 RIDGEWOOD PL	3,202	0	0	\$64.84	0.02%	missing bsf
98	5536014907	5734 SANTA MONICA BLVD	7,680	3,870	65	\$371.12	0.09%	
139	5537009900	1117 KINGSLEY DR	0	0	0	\$0.00	0.00%	EXEMPT - Zoned Residential
140	5537009901	1121 KINGSLEY DR	0	0	0	\$0.00	0.00%	EXEMPT - Zoned Residential

POID	NAME		CONTACT	CONTACT EMAIL	CONTACT PHONE	SUPPORT	ASSIGNMENT	
MAP KE	APN	SITE ADDRESS	LOT SIZE	BUILDING SIZE	FRONTAGE	ASSESSMENT	PERCENT	PROPERTY NOTES
141	5537009902	1127 KINGSLEY DR	0	0	0	\$0.00	0.00%	EXEMPT - Zoned Residential
142	5537009903	1109 KINGSLEY DR	2,543	0	0	\$51.50	0.01%	missing bsf
143	5537009904	5205 SANTA MONICA BLVD	2,836	2,520	36	\$187.93	0.05%	
144	5537009905	0	3,649	0	26	\$116.01	0.03%	missing bsf
145	5537009906	5211 SANTA MONICA BLVD	7,734	2,578	51	\$313.06	0.08%	
146	5537009907	1133 KINGSLEY DR	0	0	0	\$0.00	0.00%	EXEMPT - Zoned Residential
147	5537009908	5201 SANTA MONICA BLVD	3,312	2,268	43	\$200.34	0.05%	
148	5537009909	1107 KINGSLEY DR	3,185	992	0	\$92.63	0.02%	
149	5537009910	5227 SANTA MONICA BLVD	0	0	0	\$0.00	0.00%	EXEMPT - Zoned Residential
231	5540003900	1133 MARIPOSA AVE	123,182	0	270	\$2,931.84	0.71%	missing bsf
TOTAL:						\$8,649.50	2.08%	
NOTES:								
131	PARVIZ ACQUISITIONS LLC			djoyce@triyar.com	310-689-1450			
181	5537020027	5300 SANTA MONICA BLVD	36,845	58,377	148	\$7,721.40	1.86%	
TOTAL:						\$7,721.40	1.86%	
NOTES:								
67	HARVEY TP III LLC		GENERAL OFFICE		323-406-9496			
112	5536018022	5640 SANTA MONICA BLVD	18,866	57,664	100	\$6,021.52	1.45%	
113	5536018023	5660 SANTA MONICA BLVD	9,428	9,500	50	\$1,639.72	0.40%	
TOTAL:						\$7,661.24	1.85%	
NOTES:								
145	SANTA MONICA HOLDINGS LTD		CLIFFORD A COLE	cliff@colecommercial.com	323-962-2366		(S)	
12	5534008011	6121 SANTA MONICA BLVD	24,455	32,953	180	\$5,045.25	1.22%	
54	5534021030	6150 SANTA MONICA BLVD	10,970	7,960	100	\$1,857.93	0.45%	

POID	NAME		CONTACT	CONTACT EMAIL	CONTACT PHONE	SUPPORT	ASSIGNMENT	
MAP KE	APN	SITE ADDRESS	LOT SIZE	BUILDING SIZE	FRONTAGE	ASSESSMENT	PERCENT	PROPERTY NOTES
TOTAL:						\$6,903.18	1.66%	
NOTES:								
143	S AND H INVESTMENT		ELI SAWDAYI			310-278-4366		
43	5534020036	6060 SANTA MONICA BLVD	39,430	22,983	433	\$6,577.46	1.58%	
TOTAL:						\$6,577.46	1.58%	
NOTES:								
155	SKBB INVESTMENTS		SETH STUART	seth@zurichinvestmentcompany.com		310-273-7355		
273	5542029036	4619 SANTA MONICA BLVD	57,623	18,361	84	\$6,310.07	1.52%	
TOTAL:						\$6,310.07	1.52%	
NOTES:								
167	UNION DISCOUNT LTD		VINCENT WONG	vincent@unionswapmeet.com		323-823-2526		(S)
229	5539003014	4632 SANTA MONICA BLVD	38,996	24,696	230	\$5,841.12	1.41%	
TOTAL:						\$5,841.12	1.41%	
NOTES:								
163	SUN REAL ESTATE INVESTMENTS LLC					323-660-8121		
182	5537020029	5230 SANTA MONICA BLVD	26,546	39,240	222	\$5,830.59	1.40%	
TOTAL:						\$5,830.59	1.40%	
NOTES:								
164	SUPERIOR INVESTMENTS		PROPERTY MNGT			310-247-0900		
122	5536019024	1075 WESTERN AVE	40,649	21,901	140	\$5,412.35	1.30%	
TOTAL:						\$5,412.35	1.30%	
NOTES:								
141	ROMAN CATHOLIC ARCHBISHOP OF L A		REV RODEL BALAGTAS	odey413@aol.com		323-660-0034		(S)
194	5538011012	4950 SANTA MONICA BLVD	11,161	6,124	62	\$1,589.33	0.38%	
195	5538011013	4952 SANTA MONICA BLVD	12,659	8,129	60	\$1,845.74	0.44%	
196	5538011016	4954 SANTA MONICA BLVD	11,218	7,057	72	\$1,701.61	0.41%	

POID	NAME		CONTACT	CONTACT EMAIL	CONTACT PHONE		SUPPORT	ASSIGNMENT
MAP KE	APN	SITE ADDRESS	LOT SIZE	BUILDING SIZE	FRONTAGE	ASSESSMENT	PERCENT	PROPERTY NOTES
TOTAL:						\$5,136.68	1.24%	
NOTES:								
117	MOUSHOUL,JAMES E CO TR		JAMES MOUSHOUL	jim@jemmotors.com		310-560-3700		(S) Gina T
163	5537018001	5130 SANTA MONICA BLVD	9,089	6,684	91	\$1,578.13	0.38%	
164	5537018002	5122 SANTA MONICA BLVD	9,000	4,950	90	\$1,444.46	0.35%	
170	5537019005	5170 SANTA MONICA BLVD	10,225	14,220	60	\$2,080.48	0.50%	
TOTAL:						\$5,103.06	1.23%	
NOTES: Last contacted 5/4/18								
13	6161 SANTA MONICA ASSOCIATES LTD		CLIFFORD A COLE	cliff@colecommercial.com		323-962-2366		(S)
9	5534007010	6175 SANTA MONICA BLVD	11,250	1,180	90	\$1,359.41	0.33%	
11	5534007020	6161 SANTA MONICA BLVD	11,846	29,000	95	\$3,399.44	0.82%	
TOTAL:						\$4,758.86	1.15%	
NOTES:								
43	CUBBAGE PATCH LLC		DAVID ROMLEY (AGENT)			818-636-1759		
2	5534005002	6249 SANTA MONICA BLVD	8,399	3,920	60	\$1,201.25	0.29%	
6	5534005006	6223 SANTA MONICA BLVD	13,700	11,008	100	\$2,295.17	0.55%	
7	5534005007	0	6,850	6,500	50	\$1,218.20	0.29%	
TOTAL:						\$4,714.61	1.14%	
NOTES:								
3	4849 SANTA MONICA BOULEVARD LLC		FRED STIFTER	fred@linocity.com		323-469-0063		(S) Gina T
244	5540024024	1107 BERENDO ST	26,783	21,540	240	\$4,668.61	1.12%	
TOTAL:						\$4,668.61	1.12%	
NOTES: Last contacted 5/4/18								
7	5520 SANTA MONICA BLVD LLC		TOM SICILIANO			818-843-3641		
123	5536019029	5530 SANTA MONICA BLVD	32,325	18,042	180	\$4,626.50	1.11%	

POID	NAME		CONTACT	CONTACT EMAIL	CONTACT PHONE	SUPPORT	ASSIGNMENT	
MAP KE	APN	SITE ADDRESS	LOT SIZE	BUILDING SIZE	FRONTAGE	ASSESSMENT	PERCENT	PROPERTY NOTES
TOTAL:						\$4,626.50	1.11%	
NOTES:								
162	STEIGER,ADRIANNE TR							
177	5537020004	5220 SANTA MONICA BLVD	9,966	15,816	100	\$2,333.60	0.56%	
178	5537020005	0	5,225	5,734	50	\$1,032.27	0.25%	
179	5537020006	5210 SANTA MONICA BLVD	5,224	5,734	50	\$1,032.18	0.25%	
TOTAL:						\$4,398.05	1.06%	
NOTES:								
135	PTAG PROPERTIES LLC		JACK TAGLYAN	hjt521@gmail.com		323-251-4490	(S)	Ferris W
138	5537009036	5243 SANTA MONICA BLVD	45,023	0	150	\$4,252.82	1.02%	missing bsf; new building?
TOTAL:						\$4,252.82	1.02%	
NOTES: Last contacted 4/11/18								
183	ZAKARIAN ANDRANIK AND FLORA TRSZAKARIAN ANDRANIK AND FLORA TRS ZAKARIAN FAMILY TRUST		ANDRANIK		323-660-0016			
277	5539001001	4414 SANTA MONICA BLVD	21,193	13,155	120	\$3,135.32	0.76%	
278	5539001002	4424 SANTA MONICA BLVD	10,572	0	60	\$1,099.33	0.26%	no visible building; 6000 on assessor
TOTAL:						\$4,234.65	1.02%	
NOTES:								
64	GINDI,MAGDI R CO TR		MAGDI GINDI	mngindi@yahoo.com		323-463-6881	(S)	
62	5536010002	5481 SANTA MONICA BLVD	9,000	14,968	90	\$2,154.73	0.52%	
162	5537017026	5101 SANTA MONICA BLVD	12,751	10,061	72	\$2,036.86	0.49%	
TOTAL:						\$4,191.60	1.01%	
NOTES:								
41	CJ INVESTMENT PARTNERS							
110	5536018020	5624 SANTA MONICA BLVD	18,885	27,864	100	\$3,910.24	0.94%	
TOTAL:						\$3,910.24	0.94%	
NOTES:								

POID		NAME		CONTACT	CONTACT EMAIL	CONTACT PHONE	SUPPORT	ASSIGNMENT	
MAP KE		APN	SITE ADDRESS	LOT SIZE	BUILDING SIZE	FRONTAGE	ASSESSMENT	PERCENT	PROPERTY NOTES
28	BH LLC								
8	5534005008	6201 SANTA MONICA BLVD	21,000	21,691	150	\$3,846.39	0.93%	assessor bsf	
TOTAL:						\$3,846.39	0.93%		
NOTES:									
59	FIRST VINE REALTY LLC		DAVID MORAY	rmrproperties@hotmail.com		310-274-7832*	(S)		
59	5534022031	6238 SANTA MONICA BLVD	25,156	11,414	215	\$3,717.64	0.90%		
TOTAL:						\$3,717.64	0.90%		
NOTES:									
170	VERMONT PLAZA HOLDINGS LLC		YUSEF LALEZARIAN	joe@foxwhole		323-665-8000	(S)		
184	5538001001	0	7,835	7,800	65	\$1,450.91	0.35%		
185	5538001002	5066 SANTA MONICA BLVD	12,057	11,200	100	\$2,175.70	0.52%		
TOTAL:						\$3,626.60	0.87%		
NOTES:									
50	DULTENHAVER,LINDA L TR		LINDA DUTTENHAVER	linda@crossroadsproperties.com		323-463-5611	(S)		
236	5540009007	4969 SANTA MONICA BLVD	12,307	1,140	128	\$1,596.09	0.38%		
237	5540009008	4955 SANTA MONICA BLVD	12,480	6,888	130	\$2,025.74	0.49%		
TOTAL:						\$3,621.83	0.87%		
NOTES:									
60	FIVE RIVERS LLC								
38	5534016025	6061 SANTA MONICA BLVD	25,282	7,232	225	\$3,471.84	0.84%		
TOTAL:						\$3,471.84	0.84%		
NOTES:									
76	JRP MANAGEMENT CO LLC								
126	5536023022	1096 WESTERN AVE	16,812	18,148	168	\$3,329.84	0.80%		
TOTAL:						\$3,329.84	0.80%		
NOTES:									

POID	NAME		CONTACT	CONTACT EMAIL	CONTACT PHONE	SUPPORT	ASSIGNMENT	
MAP KE	APN	SITE ADDRESS	LOT SIZE	BUILDING SIZE	FRONTAGE	ASSESSMENT	PERCENT	PROPERTY NOTES
100	LEE,JOO S		VINCENT WONG	vincent@unionswapmeet.com		323-823-2526		(S)
267	5542029021	4601 SANTA MONICA BLVD	5,078	2,940	135	\$1,165.30	0.28%	
268	5542029022	1107 MADISON AVE	5,893	1,170	0	\$560.29	0.13%	
269	5542029023	4619 SANTA MONICA BLVD	4,439	1,560	55	\$692.87	0.17%	
270	5542029024	4621 SANTA MONICA BLVD	4,479	2,687	55	\$776.06	0.19%	
TOTAL:						\$3,194.51	0.77%	
NOTES:								
42	CUBBAGE FIELD LLC							
46	5534021002	6104 SANTA MONICA BLVD	11,966	11,416	100	\$2,183.64	0.53%	
47	5534021003	6118 SANTA MONICA BLVD	5,983	3,750	50	\$953.00	0.23%	
TOTAL:						\$3,136.64	0.76%	
NOTES:								
168	UNITED BROTHERHOOD OF C AND J OF		JOHN TAFOYA, JOSHUA CHRISTENSEN	jtafoya@swcarpenters.org, jchristensen@swcarpenters.org,	(John)213-216-5432, (Joshua)213-703-5990			Jeff Z
168	5537019002	0	8,434	8,400	0	\$1,278.71	0.31%	
169	5537019004	5160 SANTA MONICA BLVD	10,228	10,624	60	\$1,825.76	0.44%	
TOTAL:						\$3,104.48	0.75%	
NOTES: Last contacted 4/16/18								
85	KIM,BANG J TR		MARGARET PAK	pak4home@yahoo.com		323-734-4000		(S)
83	5536011017	5539 SANTA MONICA BLVD	15,290	20,400	100	\$3,089.85	0.74%	Assessor bsf
TOTAL:						\$3,089.85	0.74%	
NOTES:								
57	FELDMAN,LEONARD S TR							
166	5537018004	5100 SANTA MONICA BLVD	19,536	10,750	181	\$3,077.11	0.74%	
TOTAL:						\$3,077.11	0.74%	
NOTES:								
88	KOCHMAN,SAM CO TR							

POID	NAME		CONTACT	CONTACT EMAIL	CONTACT PHONE	SUPPORT	ASSIGNMENT	
MAP KE	APN	SITE ADDRESS	LOT SIZE	BUILDING SIZE	FRONTAGE	ASSESSMENT	PERCENT	PROPERTY NOTES
1	5534005001	1106 VINE ST	9,829	27,500	70	\$3,029.40	0.73%	
TOTAL:						\$3,029.40	0.73%	
NOTES:								
5	4910 SANTA MONICA LLC		NABIL HULEIS	nhuleis@yahoo.com		818-406-4951	(S)	Gina T
197	5538012001	1040 KENMORE AVE	9,721	4,850	97	\$1,525.13	0.37%	
198	5538012010	4910 SANTA MONICA BLVD	3,147	2,870	35	\$600.14	0.14%	
199	5538012011	4906 SANTA MONICA BLVD	5,503	3,152	55	\$891.97	0.21%	
TOTAL:						\$3,017.24	0.73%	
NOTES: Last contacted 5/4/18								
39	CHAPLIN STUDIOS LLC		DANNY POURRAHMANI	danny@tsitextile.com		213-765-3334	(S)	
171	5537019006	5176 SANTA MONICA BLVD	11,127	20,889	60	\$2,626.37	0.63%	
285	5537019033	1060 KINGSLEY DR	2,560	0	0	\$207.36	0.05%	
TOTAL:						\$2,833.73	0.68%	
NOTES:								
137	RASHIDI, JAHANGIR AND SEDA TRS		SEDA RASHIDI	seda@sedasprinting.com		323-469-1034	(S)	
133	5537008015	5327 SANTA MONICA BLVD	9,990	2,574	50	\$1,194.19	0.29%	
134	5537008016	5331 SANTA MONICA BLVD	9,990	8,462	50	\$1,611.65	0.39%	
TOTAL:						\$2,805.83	0.68%	
NOTES:								
114	MMZ APARTMENT INVESTMENTS LLC		MORRIE ZAGHA	mmzagha@gmail.com		323-913-1061	(S)	Gina T
68	5536010020	5425 SANTA MONICA BLVD	6,931	27,192	76	\$2,797.12	0.67%	
TOTAL:						\$2,797.12	0.67%	
NOTES: Last contacted 5/4/18								
83	KERIAN, STEVE AND ALICE TRS							
15	5534010010	5901 SANTA MONICA BLVD	13,259	7,220	265	\$2,658.92	0.64%	
TOTAL:						\$2,658.92	0.64%	
NOTES:								

POID	NAME		CONTACT	CONTACT EMAIL	CONTACT PHONE	SUPPORT	ASSIGNMENT	
MAP KE	APN	SITE ADDRESS	LOT SIZE	BUILDING SIZE	FRONTAGE	ASSESSMENT	PERCENT	PROPERTY NOTES
101	LILIRAM LLC		IRADJ KAYVAN	kayvan@chelseacarpet.com		310-303-9330	(S)	
117	5536019005	5536 SANTA MONICA BLVD	18,944	10,000	100	\$2,648.46	0.64%	
TOTAL:						\$2,648.46	0.64%	
NOTES:								
158	SMC AND ASSOCIATES LLC		KENNETH K CHAN	nswgroup11@gmail.com		323-464-0750	(S)	
57	5534022023	6232 SANTA MONICA BLVD	11,982	0	100	\$1,375.54	0.33%	parking lot
60	5534022034	6222 SANTA MONICA BLVD	8,085	4,250	75	\$1,259.96	0.30%	
TOTAL:						\$2,635.50	0.63%	
NOTES:								
149	SERRANO AVE LP							
74	5536010400	5465 SANTA MONICA BLVD	14,863	12,046	141	\$2,629.01	0.63%	
TOTAL:						\$2,629.01	0.63%	
NOTES:								
126	PACIFIC CAPITAL LLC		MEHRAN ESHTIAGHPOUR	marysinai@yahoo.com		810-652-4466	(S)	
92	5536013009	5707 SANTA MONICA BLVD	7,645	7,500	50	\$1,353.50	0.33%	
93	5536013010	5705 SANTA MONICA BLVD	7,368	6,600	47	\$1,254.77	0.30%	
TOTAL:						\$2,608.27	0.63%	
NOTES:								
104	M AND M ADVANCE INVESTMENTS LLC							
130	5536024010	5416 SANTA MONICA BLVD	6,987	7,000	50	\$1,264.75	0.30%	
131	5536024011	5420 SANTA MONICA BLVD	6,987	7,500	50	\$1,300.20	0.31%	
TOTAL:						\$2,564.94	0.62%	
NOTES:								
115	MOJFAR LLC		FRED FARIVAR	fredfarivar@millenniumshoes.com		310-540-1785	(S)	
124	5536023010	5448 SANTA MONICA BLVD	10,015	18,141	100	\$2,502.41	0.60%	

POID	NAME		CONTACT	CONTACT EMAIL	CONTACT PHONE	SUPPORT	ASSIGNMENT	
MAP KE	APN	SITE ADDRESS	LOT SIZE	BUILDING SIZE	FRONTAGE	ASSESSMENT	PERCENT	PROPERTY NOTES
TOTAL:						\$2,502.41	0.60%	
NOTES:								
97	LAKATOSH,GABE CO TR		GABE LAKATOSH	gabe@d2v.com		213-999-2611		(S)
10	5534007014	6151 SANTA MONICA BLVD	10,695	18,060	85	\$2,491.00	0.60%	
TOTAL:						\$2,491.00	0.60%	
NOTES: Last contacted 4/3/18 after outreach mailing								
178	ZGK KASSABIAN PARTNERSHIP							
250	5540028018	4901 SANTA MONICA BLVD	15,823	8,488	148	\$2,482.86	0.60%	
TOTAL:						\$2,482.86	0.60%	
NOTES:								
87	KK KATHY LLC		TOM W LEE	twlee711@hotmail.com		323-395-8568		(S)
251	5542025001	4475 SANTA MONICA BLVD	7,067	0	125	\$1,078.68	0.26%	bsf on adjacent parcel
252	5542025002	1110 VIRGIL AVE	6,250	11,680	0	\$1,334.36	0.32%	
TOTAL:						\$2,413.04	0.58%	
NOTES:								
108	MARKLEY,EDWARD D AND		ROB MARKLEY	myteem32@aol.com		323-469-1584		(S)
81	5536011015	5523 SANTA MONICA BLVD	7,647	5,000	50	\$1,176.41	0.28%	building on Google
82	5536011016	5517 SANTA MONICA BLVD	7,647	5,000	50	\$1,176.41	0.28%	
TOTAL:						\$2,352.81	0.57%	
NOTES:								
20	AUZENE,LARRY A JR AND							
233	5540006011	1104 MARIPOSA AVE	6,500	1,762	130	\$1,177.93	0.28%	
234	5540006012	5015 SANTA MONICA BLVD	6,548	800	131	\$1,117.74	0.27%	
TOTAL:						\$2,295.66	0.55%	
NOTES:								
53	ESHTIAGHPOUR,YOUSEF AND MEHRAN		MEHRAN ESHTIAGHPOUR	joesinai@yahoo.com		810-652-4466		(S)
105	5536017034	5700 SANTA MONICA BLVD	13,851	7,409	140	\$2,214.23	0.53%	

POID	NAME		CONTACT	CONTACT EMAIL	CONTACT PHONE	SUPPORT	ASSIGNMENT	
MAP KE	APN	SITE ADDRESS	LOT SIZE	BUILDING SIZE	FRONTAGE	ASSESSMENT	PERCENT	PROPERTY NOTES
TOTAL:						\$2,214.23	0.53%	
NOTES:								
30	BRAHNA PROPERTIES LLC		GEVOKE TERMEICAL			213-300-0040	(S)	
246	5540026018	4855 SANTA MONICA BLVD	13,078	9,380	120	\$2,210.36	0.53%	
TOTAL:						\$2,210.36	0.53%	
NOTES:								
86	KIRIKIAN,KRIKOR H TR							
243	5540022018	4775 SANTA MONICA BLVD	13,200	7,173	135	\$2,124.52	0.51%	
TOTAL:						\$2,124.52	0.51%	
NOTES:								
66	GRAHM,RUTH TR		MARY PEREZ	mperez@frontpeach.net		323-661-1128	(S)	
180	5537020025	5206 SANTA MONICA BLVD	10,944	10,973	90	\$2,028.95	0.49%	
TOTAL:						\$2,028.95	0.49%	
NOTES:								
65	GOLDDIGGERS LLC							
111	5536018021	5628 SANTA MONICA BLVD	9,437	14,093	50	\$1,966.09	0.47%	
TOTAL:						\$1,966.09	0.47%	
NOTES:								
169	VERMONT HOLLYWOOD ASSOCIATES L P							
274	5542029037	4629 SANTA MONICA BLVD	12,967	6,561	101	\$1,923.42	0.46%	
TOTAL:						\$1,923.42	0.46%	
NOTES:								
105	MAKASJIAN,EDWARD AND ROSE TRS		AL MAKASJIAN			562-244-7005	(LO)	Gina T
155	5537015030	0	4,406	0	40	\$518.89	0.13%	car lot
156	5537015031	5153 SANTA MONICA BLVD	4,406	2,186	40	\$673.87	0.16%	
159	5537015034	1111 ARDMORE AVE	4,801	4,800	0	\$729.20	0.18%	

POID	NAME		CONTACT	CONTACT EMAIL	CONTACT PHONE	SUPPORT	ASSIGNMENT	
MAP KE	APN	SITE ADDRESS	LOT SIZE	BUILDING SIZE	FRONTAGE	ASSESSMENT	PERCENT	PROPERTY NOTES
TOTAL:						\$1,921.96	0.46%	
NOTES:	Last contacted 5/11; Opposed to paying for srvs, City should be paying							
10	5616 SANTA MONICA LLC							
108	5536018017	5612 SANTA MONICA BLVD	4,949	5,000	50	\$957.87	0.23%	
109	5536018019	5616 SANTA MONICA BLVD	4,946	5,000	50	\$957.63	0.23%	
TOTAL:						\$1,915.50	0.46%	
NOTES:								
58	FEO ENTERPRISES L P							
249	5540028009	4921 SANTA MONICA BLVD	9,521	6,282	165	\$1,884.84	0.45%	
TOTAL:						\$1,884.84	0.45%	
NOTES:								
19	ASHAMALLA,GAMIL AND JEANETTE TRS		NELLIE HAICK			323-666-1034	(S)	
203	5538019017	4862 SANTA MONICA BLVD	12,065	6,392	110	\$1,875.96	0.45%	
TOTAL:						\$1,875.96	0.45%	
NOTES:								
46	DANIELIAN,VANIK J AND		JOHN DANIELIAN	karhbagh@sbcglobal.net		323-707-0707	(S)	
136	5537008024	5337 SANTA MONICA BLVD	14,837	8,911	10	\$1,874.09	0.45%	
TOTAL:						\$1,874.09	0.45%	
NOTES:								
44	D AND S ELCO LLC		SYLVIA MARTINEZ	sylvia@sylviamartinez.biz				
253	5542025036	4471 SANTA MONICA BLVD	12,334	6,340	105	\$1,873.81	0.45%	
TOTAL:						\$1,873.81	0.45%	
NOTES:	Last contacted 4/4/18 after outreach mailing							
47	DAVILA,PEDRO P		CARLOS CRUZ			323-791-3084	(S)	
207	5538021001	4750 SANTA MONICA BLVD	6,250	3,592	125	\$1,267.17	0.31%	
208	5538021002	1037 NEW HAMPSHIRE AVE	6,248	1,107	0	\$584.57	0.14%	

POID	NAME		CONTACT		CONTACT EMAIL		CONTACT PHONE		SUPPORT		ASSIGNMENT			
MAP KE		APN	SITE ADDRESS		LOT SIZE		BUILDING SIZE		FRONTAGE		ASSESSMENT		PERCENT	PROPERTY NOTES
										TOTAL:		\$1,851.75	0.45%	
NOTES:														
121	NOHO MODERN LLC		THOMAS HAYES		info@thomashayesgallery.com		323-463-4434		(S)					
49	5534021007	6154 SANTA MONICA BLVD		11,972	6,184	100	\$1,813.18	0.44%						
										TOTAL:		\$1,813.18	0.44%	
NOTES:														
132	PATEL,BALUBHAI G TR		DIPAK BHAVSAR				323-666-3785		(S)					
228	5539003004	4620 SANTA MONICA BLVD		11,063	9,152	65	\$1,808.23	0.44%						
										TOTAL:		\$1,808.23	0.44%	
NOTES:														
6	5255 SANTA MONICA BLVD LLC		IVAN CREGGER		iwcregger@yahoo.com		818-848-0557		(S)					
137	5537009033	5255 SANTA MONICA BLVD		12,377	8,775	45	\$1,806.93	0.44%						
										TOTAL:		\$1,806.93	0.44%	
NOTES:														
110	MEGDAL SILVER LAKES LLC		TOM W LEE		twlee711@hotmail.com		323-395-8568		(S)					
216	5539001020	4460 SANTA MONICA BLVD		13,997	2,400	120	\$1,789.92	0.43%						
										TOTAL:		\$1,789.92	0.43%	
NOTES:														
138	REYES PROPERTIES LLC		ANTOLIO REYES		gualtebake@hotmail.com		323-663-8307		(S)					
209	5538021020	1036 BERENDO ST		10,923	5,412	125	\$1,774.72	0.43%						
										TOTAL:		\$1,774.72	0.43%	
NOTES:														
120	NGU,STEVEN AND STEFANIE T TRS													
188	5538001043	5060 SANTA MONICA BLVD		9,649	7,500	110	\$1,758.82	0.42%						
										TOTAL:		\$1,758.82	0.42%	
NOTES:														
78	KANTARJIAN,THERESA													

POID	NAME		CONTACT	CONTACT EMAIL	CONTACT PHONE	SUPPORT	ASSIGNMENT	
MAP KE	APN	SITE ADDRESS	LOT SIZE	BUILDING SIZE	FRONTAGE	ASSESSMENT	PERCENT	PROPERTY NOTES
157	5537015032	5161 SANTA MONICA BLVD	4,405	4,400	40	\$830.77	0.20%	
158	5537015033	5165 SANTA MONICA BLVD	6,007	3,428	40	\$891.61	0.21%	
TOTAL:						\$1,722.38	0.41%	
NOTES:								
89	KOO,JIN SANG		KOO JIN SANG	santaauto@hotmail.com	323-663-2133		(S)	
176	5537019035	5150 SANTA MONICA BLVD	10,706	5,761	106	\$1,703.00	0.41%	
TOTAL:						\$1,703.00	0.41%	
NOTES:								
177	ZAKARIAN,ANDRANIK CO TR							
213	5539001003	4430 SANTA MONICA BLVD	10,557	8,378	60	\$1,692.12	0.41%	
TOTAL:						\$1,692.12	0.41%	
NOTES:								
98	LE HO AND HO PARTNERSHIP		DON HO	home_wash2006@yahoo.com	310-527-3800		(S)	
258	5542026042	4545 SANTA MONICA BLVD	2,537	2,500	50	\$585.25	0.14%	
259	5542026044	4537 SANTA MONICA BLVD	7,516	4,390	44	\$1,098.25	0.26%	
TOTAL:						\$1,683.49	0.41%	
NOTES:								
62	G AND S BROS LLC		SAM KAMALMAZYAN	samuelk2000@yahoo.com	323-219-9876		(S)	
152	5537015015	5173 SANTA MONICA BLVD	5,502	4,950	55	\$1,019.37	0.25%	
154	5537015017	0	5,305	238	53	\$661.23	0.16%	
TOTAL:						\$1,680.60	0.40%	
NOTES:								
40	CITY OF STARS COLLISION CENTER		ERIC SIMONIAN	csc777@aol.com	323-665-5700		(S)	Gina T
242	5540022017	4751 SANTA MONICA BLVD	13,077	1,865	120	\$1,677.47	0.40%	
TOTAL:						\$1,677.47	0.40%	
NOTES: Last contacted 5/4/18								

POID	NAME		CONTACT	CONTACT EMAIL		CONTACT PHONE		SUPPORT	ASSIGNMENT
MAP KE	APN	SITE ADDRESS	LOT SIZE	BUILDING SIZE	FRONTAGE	ASSESSMENT	PERCENT	PROPERTY NOTES	
127	PALOMAR APARTMENTS LP		WILLIAM F HARRIS	bharris@hollywoodhousing.org		323-469-0710		(S)	
61	5536010001	5473 SANTA MONICA BLVD	5,001	15,000	50	\$1,671.08	0.40%		
TOTAL:						\$1,671.08	0.40%		
NOTES:									
11	5656 SANTA MONICA PLAZA LLC								
115	5536018027	5656 SANTA MONICA BLVD	11,429	6,023	69	\$1,630.93	0.39%		
TOTAL:						\$1,630.93	0.39%		
NOTES:									
77	KALOUSTIAN,SHARAM AND LUCY TRS		SHARAM KALOUSTAIN	hoseps@sbcglobal.net		323-460-5262		(S)	
13	5534008015	6115 SANTA MONICA BLVD	8,575	6,220	110	\$1,581.07	0.38%		
TOTAL:						\$1,581.07	0.38%		
NOTES:									
84	KHORRAMIAN,HAMID		HAMID KHORRAMIAN			323-464-5633		(S)	
90	5536013007	5717 SANTA MONICA BLVD	7,644	10,704	50	\$1,580.58	0.38%		
TOTAL:						\$1,580.58	0.38%		
NOTES:									
151	SHOKRI,DARIUS M		DARIUS M SHOKRI			818-341-2600		(S)	
206	5538020021	4820 SANTA MONICA BLVD	8,762	4,970	125	\$1,568.35	0.38%		
TOTAL:						\$1,568.35	0.38%		
NOTES:									
56	FADLON,ISACK AND		ISACK FADLON	isackf@spertiela.com		310-205-9555		(S)	
4	5534005004	6235 SANTA MONICA BLVD	7,700	10,113	55	\$1,563.46	0.38%		
TOTAL:						\$1,563.46	0.38%		
NOTES:									
16	ARAKELIAN,AGOP AND ANAHID		SCOTT HAYNER	shayner@cimgroup.com		323-860-9542		(S)	
247	5540026020	4875 SANTA MONICA BLVD	7,359	4,640	144	\$1,507.97	0.36%		

POID	NAME		CONTACT	CONTACT EMAIL	CONTACT PHONE	SUPPORT	ASSIGNMENT	
MAP KE	APN	SITE ADDRESS	LOT SIZE	BUILDING SIZE	FRONTAGE	ASSESSMENT	PERCENT	PROPERTY NOTES
TOTAL:						\$1,507.97	0.36%	
NOTES:								
157	SM HOLLYWOOD RETAIL LLC		MARY FORD			323-664-8665	(S)	
201	5538019001	4850 SANTA MONICA BLVD	6,267	5,709	125	\$1,418.65	0.34%	
TOTAL:						\$1,418.65	0.34%	
NOTES:								
154	SINCLAIR PROPERTIES I LLC AND		ROBERT SINCLAIR	bob@highpointranch.com		805-245-0937	(S)	
107	5536018015	5600 SANTA MONICA BLVD	9,495	4,218	85	\$1,412.40	0.34%	
TOTAL:						\$1,412.40	0.34%	
NOTES:								
26	BERAKHA LLC		FRED FARIVAR	fredfarivar@millenniumshoes.com		310-540-1785	(S)	
76	5536011002	5505 SANTA MONICA BLVD	4,291	8,400	100	\$1,348.13	0.32%	
TOTAL:						\$1,348.13	0.32%	
NOTES:								
166	TKACZUK,ANTONIO							
225	5539003001	4600 SANTA MONICA BLVD	8,186	4,500	90	\$1,346.62	0.32%	
TOTAL:						\$1,346.62	0.32%	
NOTES:								
37	CHA,CHARLES H AND JIN H TRS		CHARLES H CHA	charlescha47@gmail.com		213-761-7611	(S)	
226	5539003002	4612 SANTA MONICA BLVD	8,150	4,500	90	\$1,343.70	0.32%	
TOTAL:						\$1,343.70	0.32%	
NOTES:								
23	BARCAY,EDITH TR							
79	5536011013	5531 SANTA MONICA BLVD	7,648	6,708	50	\$1,297.59	0.31%	
TOTAL:						\$1,297.59	0.31%	
NOTES:								

POID	NAME		CONTACT	CONTACT EMAIL	CONTACT PHONE		SUPPORT	ASSIGNMENT
MAP KE	APN	SITE ADDRESS	LOT SIZE	BUILDING SIZE	FRONTAGE	ASSESSMENT	PERCENT	PROPERTY NOTES
161	ST NICHOLAS FOUNDATION INC		TAKAO SUZUKI, NEIL MCGUFFIN, DEBBIE CHEN	tsuzuki@LTSC.org, nmcguffin@LTSC.org, dchen@LTSC.org,		213-473-3030	(S)	Jeff Z
210	5538022002	4718 SANTA MONICA BLVD	4,251	2,553	50	\$727.84	0.18%	El Gran Burrito
211	5538022004	4722 SANTA MONICA BLVD	4,249	280	50	\$566.52	0.14%	
TOTAL:						\$1,294.36	0.31%	
NOTES:	Last contacted 4/16/18							
180	FOR THE MUSHIES LLC AND FROGEL PROPERTIES INC							
282	5542024041	4415 SANTA MONICA BLVD	6,655	6,588	63	\$1,261.29	0.30%	
TOTAL:						\$1,261.29	0.30%	
NOTES:								
72	HOVSEPIAN,KRIKOR AND MAGDA TRS		KRIKOR HOVSEPIAN	kghjetling@aol.com		310-420-0498	(S)	
118	5536019006	5546 SANTA MONICA BLVD	9,467	4,040	50	\$1,255.76	0.30%	
TOTAL:						\$1,255.76	0.30%	
NOTES:								
129	PARAMOUNT RECORDING STUDIOS INC		ADAM BALENSON	info@paramontrecording.com		323-465-4000	(S)	
3	5534005003	6245 SANTA MONICA BLVD	6,999	6,550	50	\$1,233.81	0.30%	
TOTAL:						\$1,233.81	0.30%	
NOTES:								
173	VOURNAS,THOMAS G TR		THOMAS G VOURNAS	tvournas@yahoo.com		626-498-8557	(S)	
204	5538020001	4800 SANTA MONICA BLVD	7,526	4,482	75	\$1,231.13	0.30%	
TOTAL:						\$1,231.13	0.30%	
NOTES:								
8	5527 SANTA MONICA BOULEVARD LLC							
80	5536011014	5527 SANTA MONICA BLVD	7,647	5,572	50	\$1,216.96	0.29%	
TOTAL:						\$1,216.96	0.29%	
NOTES:								

POID	NAME		CONTACT	CONTACT EMAIL	CONTACT PHONE	SUPPORT	ASSIGNMENT	
MAP KE	APN	SITE ADDRESS	LOT SIZE	BUILDING SIZE	FRONTAGE	ASSESSMENT	PERCENT	PROPERTY NOTES
112	METZIDIS,CHARLES TR							
48	5534021004	6122 SANTA MONICA BLVD	5,984	7,284	50	\$1,203.64	0.29%	
TOTAL:						\$1,203.64	0.29%	
NOTES:								
82	KAZAZIAN,GARO G CO TR							
58	5534022028	6218 SANTA MONICA BLVD	8,760	2,220	75	\$1,170.71	0.28%	
TOTAL:						\$1,170.71	0.28%	
NOTES:								
27	BEZIAN,JACK AND SYLVA							
239	5540020006	4715 SANTA MONICA BLVD	5,150	4,323	104	\$1,144.85	0.28%	
TOTAL:						\$1,144.85	0.28%	
NOTES:								
81	KATZ,HARRY L TR							
52	5534021010	6174 SANTA MONICA BLVD	5,964	6,212	50	\$1,126.01	0.27%	
TOTAL:						\$1,126.01	0.27%	
NOTES:								
17	ARAR GROUP LLC TR		ARLEN AGHAJANIAN	arlen.aghajianian@gmail.com	818-943-8191		(S)	
260	5542027027	4551 SANTA MONICA BLVD	7,616	4,723	40	\$1,113.76	0.27%	
TOTAL:						\$1,113.76	0.27%	
NOTES:								
12	5720 SANTA MONICA BLVD LLC		FARID MAHBOBIAN-FARD	dmahbobian@aol.com	818-757-1020		(S)	
99	5536017001	5720 SANTA MONICA BLVD	5,361	4,450	89	\$1,111.57	0.27%	
TOTAL:						\$1,111.57	0.27%	
NOTES:								
74	JAY MITCHELL LLC							
56	5534022002	6208 SANTA MONICA BLVD	5,988	5,736	50	\$1,094.21	0.26%	

POID	NAME			CONTACT	CONTACT EMAIL	CONTACT PHONE	SUPPORT	ASSIGNMENT
MAP KE	APN	SITE ADDRESS	LOT SIZE	BUILDING SIZE	FRONTAGE	ASSESSMENT	PERCENT	PROPERTY NOTES
TOTAL:						\$1,094.21	0.26%	
NOTES:								
106	MAKASJIAN,ZARE AND MARO TRS		ARMEN MAKASJIAN	armenmak@yahoo.com		323-665-5211	(S)	
161	5537017024	5111 SANTA MONICA BLVD	5,225	6,050	55	\$1,074.92	0.26%	
TOTAL:						\$1,074.92	0.26%	
NOTES:								
182	HOM KONG J AND SUE S TRS KJH SSH TRUST							
280	5542024036	4405 SANTA MONICA BLVD	6,923	4,962	39	\$1,070.52	0.26%	
TOTAL:						\$1,070.52	0.26%	
NOTES:								
21	BAKER,BARRY TR ET AL							
119	5536019007	5552 SANTA MONICA BLVD	7,464	3,500	50	\$1,055.23	0.25%	
TOTAL:						\$1,055.23	0.25%	
NOTES:								
150	SHB PROPERTIES LLC		SHAHROOL BANAFSHEHA	shahrool@hollywoodelectric.net		323-871-1818	(S)	
132	5536024013	1074 OXFORD AVE	9,601	938	50	\$1,046.69	0.25%	
TOTAL:						\$1,046.69	0.25%	
NOTES:								
174	WEST COAST SUNNY PROPERTIES LLC		A CAMPOS	campos5711corp@gmail.com		323-463-6036	(S)	
91	5536013008	5711 SANTA MONICA BLVD	7,493	3,313	50	\$1,044.32	0.25%	
TOTAL:						\$1,044.32	0.25%	
NOTES:								
14	6245 SANTA MONICA BLVD							
5	5534005005	6233 SANTA MONICA BLVD	7,701	2,732	55	\$1,040.23	0.25%	
TOTAL:						\$1,040.23	0.25%	
NOTES:								

POID	NAME		CONTACT	CONTACT EMAIL	CONTACT PHONE		SUPPORT	ASSIGNMENT
MAP KE	APN	SITE ADDRESS	LOT SIZE	BUILDING SIZE	FRONTAGE	ASSESSMENT	PERCENT	PROPERTY NOTES
128	PAPELIAN,VERJOUHY O TR		GEORGE PAPELYAN			818-632-5900	(S)	
150	5537015013	5167 SANTA MONICA BLVD	1,633	2,736	16	\$392.31	0.09%	
151	5537015014	5171 SANTA MONICA BLVD	3,374	3,075	34	\$627.76	0.15%	
TOTAL:						\$1,020.07	0.25%	
NOTES:								
156	SLE ENTERPRISES INC		PJ NASSI	pjnassi@gmail.com		310-666-1281	(S)	
65	5536010017	5421 SANTA MONICA BLVD	5,252	5,214	50	\$997.58	0.24%	
TOTAL:						\$997.58	0.24%	
NOTES:								
96	LAFOND,KEITH AND NORMA ET AL TRS		KEITH LAFOND	klafond@socal.rr.com	626-449-6471; 213-369-6717		(S)	Gina T
63	5536010014	5400 FLEMISH LN	4,982	5,408	43	\$960.47	0.23%	
TOTAL:						\$960.47	0.23%	
NOTES: Last contacted 5/4/18								
15	AKOPOV,MIKHALL		THOMAS HAYES	info@thomashayesgallery.com		323-463-4434	(S)	
50	5534021008	6164 SANTA MONICA BLVD	5,987	3,750	50	\$953.32	0.23%	
TOTAL:						\$953.32	0.23%	
NOTES:								
144	SAIDI,DAVID CO TR							
64	5536010016	5417 SANTA MONICA BLVD	5,252	4,140	50	\$921.44	0.22%	
TOTAL:						\$921.44	0.22%	
NOTES:								
146	SANTA MONICA ST ANDREWS LLC		E MICHAEL LOBODA	michael@lobodaproperties.com		310-552-4794	(S)	
120	5536019008	5558 SANTA MONICA BLVD	6,896	3,043	34	\$910.73	0.22%	
TOTAL:						\$910.73	0.22%	
NOTES:								
181	FROGEL PROPERTIES INC		CLINT LUKENS	help@clintlukensrealty.com		323-668-7500 ent.222	(S)	

POID	NAME		CONTACT	CONTACT EMAIL	CONTACT PHONE	SUPPORT	ASSIGNMENT	
MAP KE	APN	SITE ADDRESS	LOT SIZE	BUILDING SIZE	FRONTAGE	ASSESSMENT	PERCENT	PROPERTY NOTES
283	5542024042	4427 SANTA MONICA BLVD	6,028	2,684	57	\$909.41	0.22%	
TOTAL:						\$909.41	0.22%	
NOTES:								
94	LA LOAN COMPANY LLC		ERIC KOTLYAN	ekotlyan@sbcglobal.net	810-469-3068		(S)	
75	5536011001	5509 SANTA MONICA BLVD	3,646	5,750	50	\$905.50	0.22%	
TOTAL:						\$905.50	0.22%	
NOTES:								
102	LOS JEFES LLC		GREGORY MORRIS	greg@theoaksgourmet.com	213-605-2952		(S)	Gina T
55	5534022001	1069 EL CENTRO AVE	5,988	2,955	50	\$897.04	0.22%	
TOTAL:						\$897.04	0.22%	
NOTES:	Last contacted 5/4/18							
119	NATHAN,CHAIM AND LEAH		CHAIM NATHAN	chaimnathan@sbcglobal.net	323-660-0544		(S)	
261	5542027028	4559 SANTA MONICA BLVD	6,647	2,032	50	\$884.98	0.21%	
TOTAL:						\$884.98	0.21%	
NOTES:								
133	PEJOVIC,DANUTA TR		DANUTA PEJOVIC		760-346-2024		(S)	
128	5536024004	5432 SANTA MONICA BLVD	5,421	2,970	54	\$870.12	0.21%	
TOTAL:						\$870.12	0.21%	
NOTES:								
90	KROFF,LINDA A		LINDA KROFF	lakroff@earthlink.net	323-665-9888		(S)	Jeff Z, Larry N
263	5542027030	4565 SANTA MONICA BLVD	5,321	3,900	40	\$869.51	0.21%	
TOTAL:						\$869.51	0.21%	
NOTES:	Last contacted March 2018							
38	CHAMELIAN,SUSAN CO TR		SHARAM KALOUSTAIN	hoseps@sbcglobal.net	323-460-5262		(S)	
53	5534021029	6100 SANTA MONICA BLVD	5,895	3,574	30	\$852.39	0.21%	

POID	NAME		CONTACT	CONTACT EMAIL	CONTACT PHONE	SUPPORT	ASSIGNMENT	
MAP KE	APN	SITE ADDRESS	LOT SIZE	BUILDING SIZE	FRONTAGE	ASSESSMENT	PERCENT	PROPERTY NOTES
					TOTAL:	\$852.39	0.21%	
NOTES:								
125	PACHULSKI,JENNIE CO TR							
51	5534021009	6170 SANTA MONICA BLVD	5,987	1,944	50	\$825.28	0.20%	
					TOTAL:	\$825.28	0.20%	
NOTES:								
49	DISANO,ANNETTE TR							
257	5542026040	4531 SANTA MONICA BLVD	5,317	2,604	50	\$817.80	0.20%	
					TOTAL:	\$817.80	0.20%	
NOTES:								
24	BASTEGHIAN,HAGOP		GEVORA TERMOSOL			213-300-0040	(S)	
262	5542027029	4563 SANTA MONICA BLVD	5,320	2,965	40	\$803.14	0.19%	
					TOTAL:	\$803.14	0.19%	
NOTES:								
116	MOSES,CHRISTIN B TR		CHRISTIN BEY MOSES	christin.moses3@verizon.net	310-459-0944		(S)	
125	5536023011	5466 SANTA MONICA BLVD	4,997	2,286	50	\$769.33	0.19%	
					TOTAL:	\$769.33	0.19%	
NOTES:								
2	4575 SANTA MONICA BLVD LLC							
264	5542027031	4575 SANTA MONICA BLVD	5,322	2,160	40	\$746.23	0.18%	
					TOTAL:	\$746.23	0.18%	
NOTES:								
140	RODRIGUEZ,EFRAIN ET AL							
172	5537019030	5180 SANTA MONICA BLVD	3,443	2,862	60	\$725.85	0.17%	
					TOTAL:	\$725.85	0.17%	
NOTES:								

POID	NAME		CONTACT	CONTACT EMAIL	CONTACT PHONE		SUPPORT	ASSIGNMENT
MAP KE	APN	SITE ADDRESS	LOT SIZE	BUILDING SIZE	FRONTAGE	ASSESSMENT	PERCENT	PROPERTY NOTES
176	YOTNEGPARIAN,MAURICE CO TR		MAURICE YOTNEGPARIAN	earthstone@earthlink.net		818-553-1134		(S)
205	5538020002	4810 SANTA MONICA BLVD	5,005	1,300	50	\$700.08	0.17%	
TOTAL:						\$700.08	0.17%	
NOTES:								
52	EDELSON,STEVEN E TR		STEVE EDELSON	info@ojaivacationcenter.com		805-640-2800		(S)
256	5542026039	4513 SANTA MONICA BLVD	3,014	3,406	53	\$698.93	0.17%	
TOTAL:						\$698.93	0.17%	
NOTES:								
184	ALLSBROOK JEFFREY KUHLE SILVIA		SILVIA KUHLE	silvia@standardarcitecture.com		323-662-1000		(S)
281	5542024040	4411 SANTA MONICA BLVD	4,850	1,568	46	\$690.32	0.17%	
TOTAL:						\$690.32	0.17%	
NOTES:								
79	KARAGUOZIAN,NAZIK AND KRIKOR TRS							
187	5538001026	5064 SANTA MONICA BLVD	5,624	864	40	\$678.80	0.16%	
TOTAL:						\$678.80	0.16%	
NOTES:								
130	PARSEGHIAN,KEVORK AND MARY TRS		DANIEL PARSEGHIAN	dan@parseghianrecords.com		323-664-3365		(S)
200	5538012012	4900 SANTA MONICA BLVD	3,495	3,402	35	\$666.05	0.16%	
TOTAL:						\$666.05	0.16%	
NOTES:								
139	RODRIGUEZ,EFRAIN AND							
173	5537019031	1064 KINGSLEY DR	2,170	1,980	0	\$316.15	0.08%	
TOTAL:						\$316.15	0.08%	
NOTES:								
185	CARLOS ACELA							
284	5537019032	1062 KINGSLEY DR	2,952	895	0	\$302.57	0.07%	

POID	NAME			CONTACT	CONTACT EMAIL		CONTACT PHONE		SUPPORT	ASSIGNMENT
MAP KE	APN	SITE ADDRESS			LOT SIZE	BUILDING SIZE	FRONTAGE	ASSESSMENT	PERCENT	PROPERTY NOTES
TOTAL:							\$302.57	0.07%		

NOTES:

124 OUTDOOR SYSTEMS INC									
255	5542026038	0	1,740	0	37	\$290.67	0.07%	billboard space	
TOTAL:						\$290.67	0.07%		

NOTES:

Support Level: 55.75%



Hollywood Route 66 Property and Business Improvement District

Proposed Service Plan

March 26, 2018

PROPOSED BUDGET

This budget is an example of how the Hollywood Route 66 PBID funds could be allocated in the initial year. Budget categories may require adjustments up or down to continue the intended level of services. The PBID Governing Committee will have the authority to re-allocate up to ten percent (10%) of total service budget between categories.

Service	FY 19 Budget	%
Streetscape / Landscape	\$ 153,569	37%
Maintenance	\$ 128,666	31%
Marketing and Events	\$ 62,258	15%
Administration & Advocacy	\$ 62,258	15%
Contingency / Reserve	\$ 8,301	2%
TOTAL	\$ 415,052	100%

PROPOSED SERVICES

Streetscape / Landscape

The streetscape and landscape programs will be designed to create a clean, inviting, usable District for the special benefit of the assessed parcels. Streetscape and landscape programs may include:

- Tree planting and weed removal throughout the District
- Painting of street fixtures and curb lines
- Landscape and median maintenance
- Planting, mulching and watering of flower beds
- Advocacy efforts for under-grounding of utilities along Santa Monica Blvd
- Street lighting improvements

Maintenance

The maintenance program will be designed to maintain a clean and inviting District for the special benefit of the assessed parcels. The district maintenance activities may include:

- Pressure washing sidewalks
- Litter removal services and installation of additional trash cans and dumpsters throughout the District
- Graffiti removal services
- Bulky item removal



Marketing & Events

Marketing efforts will highlight Hollywood Route 66 as a unique destination in an effort to increase visitor activity and sales that directly benefit the assessed parcels. Marketing and events programs may include:

- Pole banners and wayfinding signage
- Marketing, promotions, and business advocacy
- Special events to attract visitors
- Creation and maintenance of a District website
- Promotional materials, visitor guides and maps, press releases, e-newsletters

Administration & Advocacy

The administration portion of the budget will be utilized for administrative costs associated with providing the activities and improvements. Those costs may include rent, telephone charges, legal fees, accounting fees, postage, administrative staff, insurance, advocacy and other general office expenses. Advocacy programs will provide a unified voice to represent the District's best interests at local government agencies, as well as advocate economic development decisions, planning decisions, and implementing homeless initiatives. Advocacy efforts may include leveraging District funds to obtain additional funding to accomplish large scale project (e.g. under-grounding utilities).

Contingency / Reserve

The budget includes a prudent fiscal reserve. Changes in data, lower than anticipated collections, higher than expected program costs, and other issues may change the revenue and expenses. In order to buffer the organization for unexpected changes in revenue, and/or allow the PBID to fund other overhead or renewal costs, the reserve is included as a budget item. Should contingency funds remain at the expiration of the District, and property owners wish to renew the District, the remaining funds may be used for the costs of renewal.

INITIAL ASSESSMENT RATE

Parcels are assessed based on parcel type, parcel size, and parcel frontage along Santa Monica Blvd. To determine a parcel's assessment, the applicable lot size, building size and linear square foot rates in the table below are applied to the parcel's actual lot size, building size and linear square footage along Santa Monica Blvd within the PBID. The assessment rates are:

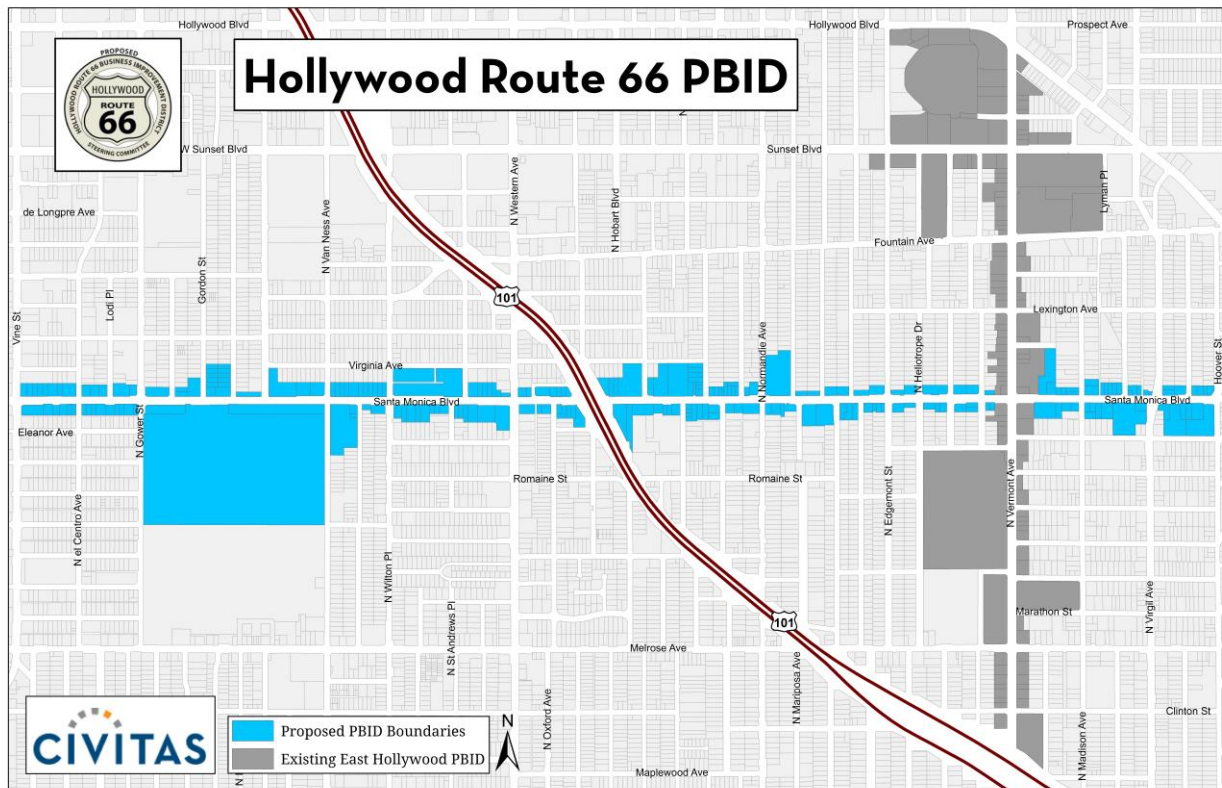
Parcel Type	Lot Size Assessment Rate (sq. ft.)	Building Size Rate (sq. ft.)	Santa Monica Blvd Frontage Rate (ln. ft.)
Commercial	\$0.0810	\$0.0709	\$4.05
School/Education	\$0.02025	\$0.0324	\$1.62
Residential Uses	Not Assessed		
Agricultural Parcels	Not Assessed		

Assessment rates may be subject to an increase of no more than three percent (3%) per year.



BOUNDARIES

The map below illustrates the proposed Hollywood Route 66 PBID boundaries.



MANAGEMENT

The District shall be governed by the Hollywood Chamber of Commerce. The Hollywood Chamber of Commerce shall serve as the Owners' Association described in Streets and Highways code § 36651.

The Chamber shall form a new standing advisory committee, to be known as the "Hollywood Route 66 PBID Governing Committee" (PGC). The Chamber Board's resolution creating the PGC shall delegate the authority to manage matters related to the HR66PBID to the PGC, including, but not limited to, management of assessment funds and full decision-making authority regarding HR66PBID programs. The PGC shall be comprised solely of property owners paying the HR66PBID assessment. The number of members of the PGC and the criteria for membership on the PGC shall be set forth in the Chamber's bylaws.

TERM

The district will be formed for a five (5) year period, with services commencing as early as January 1, 2019. After the five (5) year term, the PBID may be renewed for up to ten (10) years if property owners support continuing the programs.



Hollywood Route 66 PBID FAQs

What is a Property & Business Improvement District?

A Property & Business Improvement District (PBID) is an assessment district which would provide additional services above and beyond the level the City of Los Angeles currently provides, within a defined area. The services would be funded by an assessment on real property, which appears on property tax bills. PBIDs are proven to work by providing services that improve the overall viability of commercial districts, resulting in higher property values and sales volumes. PBIDs provide funding for programs which work efficiently to maintain the area as a safe and inviting environment. The services are chosen by property owners and customized to fit the needs of the district. All services are designed to provide direct benefits to those who pay into the PBID.

What's the difference between an assessment and a tax?

A tax goes into the City's general fund and is spent at the City's discretion. Taxes typically pay for services such as police, fire, transportation, sewer, environmental issues, etc. The PBID is an assessment that provides a special benefit to the payors that is not provided to those not charged. The assessment funds are spent at the property owner's discretion, and cannot be diverted to government programs.

What services can a PBID provide?

PBID services must be carefully tailored to benefit the property owners paying the assessment. They will only be provided to properties paying the assessment. Possible services include:

- Clean-up crews
- Advocacy efforts on behalf of property owners
- Signage improvements
- Street and sidewalk sweeping
- Graffiti removal
- Litter abatement and Installation of trash cans
- Landscape improvements & maintenance
- Special Events and Promotions
- Marketing & Advertising
- Security patrols
- Removal of large debris

All services provided by the PBID will be in addition to the regular City services – the City cannot reduce services if the PBID is formed.



Who determines how the funds will be spent?

As part of the formation process, a survey was deployed to determine the needs of the property owners within the proposed district. The information gathered from the survey was used to create a service plan (attached). The service plan will be developed into a “Management District Plan”, which is the guiding legal document for the PBID and determines how the assessment funds are to be spent. The Hollywood Chamber of Commerce will then serve as the PBIDs “Owner’s Association” and a PBID Governing Committee (PGC) will be formed which will be comprised solely of majority property owners paying the assessment. The committee will be responsible for managing and operating the PBID, within the parameters of the Management District Plan.

How are the assessments calculated?

Using the results of the survey to determine the services deemed important to the property owners, an assessment methodology was calculated that is commensurate to the level of benefit that each property is receiving. The basis for determining the amount of each property owner’s assessment is calculated from parcel square footage, parcel foot frontage along Santa Monica Blvd and building square footage.

What is the overall process for approval?

Property owners within the district will be asked to vote on the formation of the PBID. Votes are weighted by assessment paid – because some parcels will be assessed more than others, their votes are weighted accordingly.

There are two opportunities to express support throughout the formation process. The first opportunity is by signing a petition. The law requires signed petitions in support from over 50% of the proposed assessment to be generated within the proposed district. The second opportunity is through a ballot process. The law requires that of the ballots that are returned, the majority of the ballots (weighted by assessment paid) must be in support of the PBID in order for it to be approved. If City Council determines that there is majority support of the ballots returned, they may approve and adopt the PBID.

How long will this last?

The District will be formed for five years. After five years it will automatically expire, unless it is renewed by property owners.

Are there other PBIDs in California?

Yes. There are over 200 PBIDs throughout California. Some examples include:

- Arts District Los Angeles
- Downtown Lancaster
- Downtown Long Beach
- Downtown Glendale



- East Hollywood
- Fashion District Los Angeles
- Old Pasadena
- South Park Los Angeles
- Studio City
- Westchester Los Angeles
- Brentwood Village

Can I opt-out of the District?

No. Once the District is created, all parcels within the boundaries will be assessed and receive services. However, once per year there is an opportunity for property owners to petition the City to disestablish the District if they are not happy with the services.

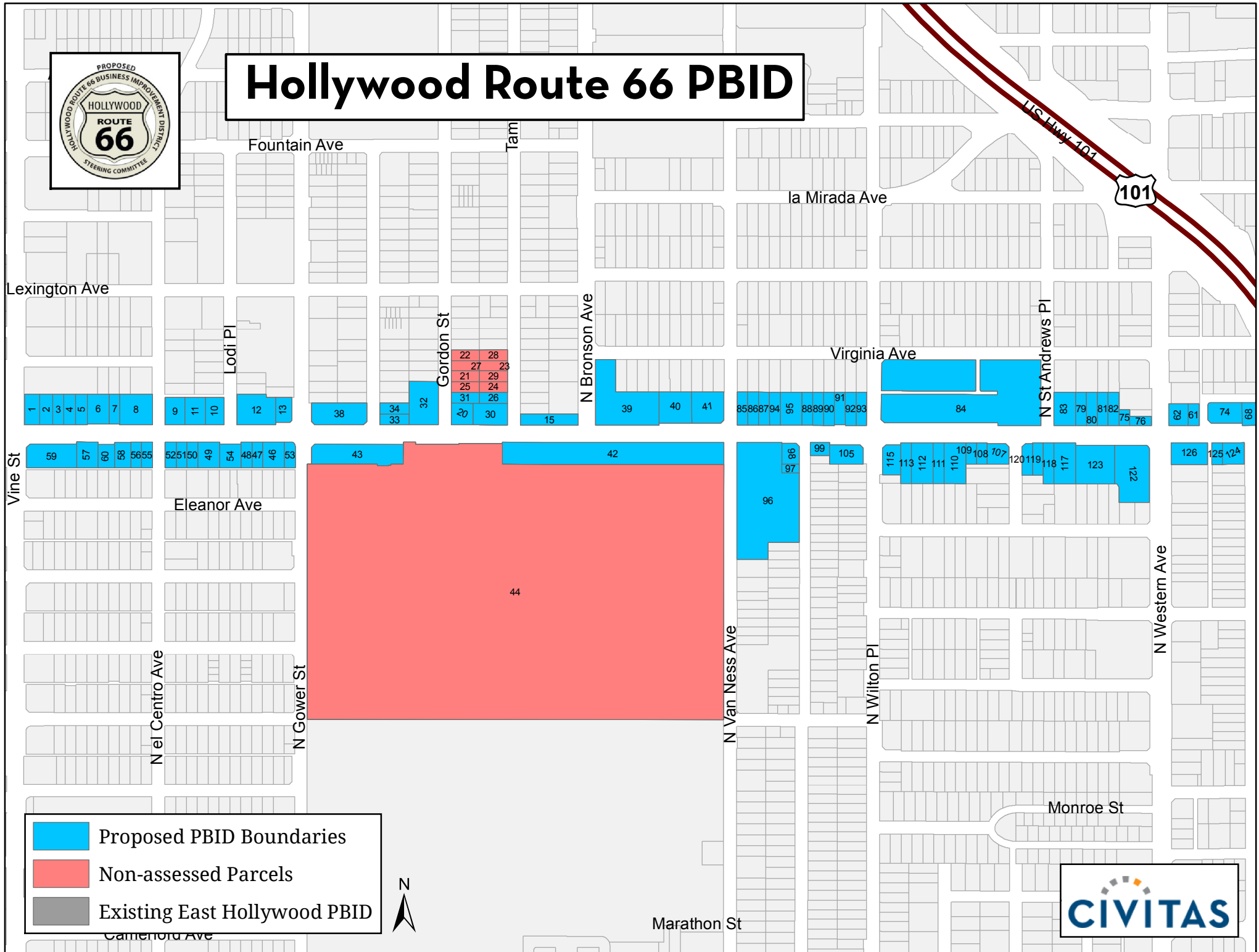
Why should I support the PBID?

Property & Business Improvement Districts have been used by property owners throughout California since 1994, and throughout the United States since the 1970s. They are a popular, and successful, way to provide funds for extra services. Many studies have been conducted on the benefits of PBIDs. The goals of the PBID are to maintain the area as a safe and inviting environment, to bring more tenants and shoppers, ultimately increasing property values and stabilizing occupancy. Studies have found that:

- More activity attracts more people which increase rents and property values creating more business opportunity which means more activity and people on the street, and so on
- Customers and residents may feel more comfortable and safer within PBIDs that have less obvious signs of litter, graffiti, and abandoned cars.
- Areas that have successfully implemented a PBID are attracting a larger number of visitors to that area than the residential population.
- PBIDs have been important tools in halting a long slide toward economic decline in specific districts and transforming older areas into new opportunities for investment.
- A stronger sense of place that accompanies cleaner streets encourages patronage and has increasingly positive repercussions in PBID areas.
- Businesses consider quality-of-life issues to be more important factors in choosing a location than they do tax rates and real-estate prices.
- PBID areas experienced greater, on average, yearly reductions in the number of robbery, violent, and total crimes that non-PBID areas do.
- PBIDs in the City of L.A were associated with 6–10 percent reductions in official crime.



Hollywood Route 66 PBID

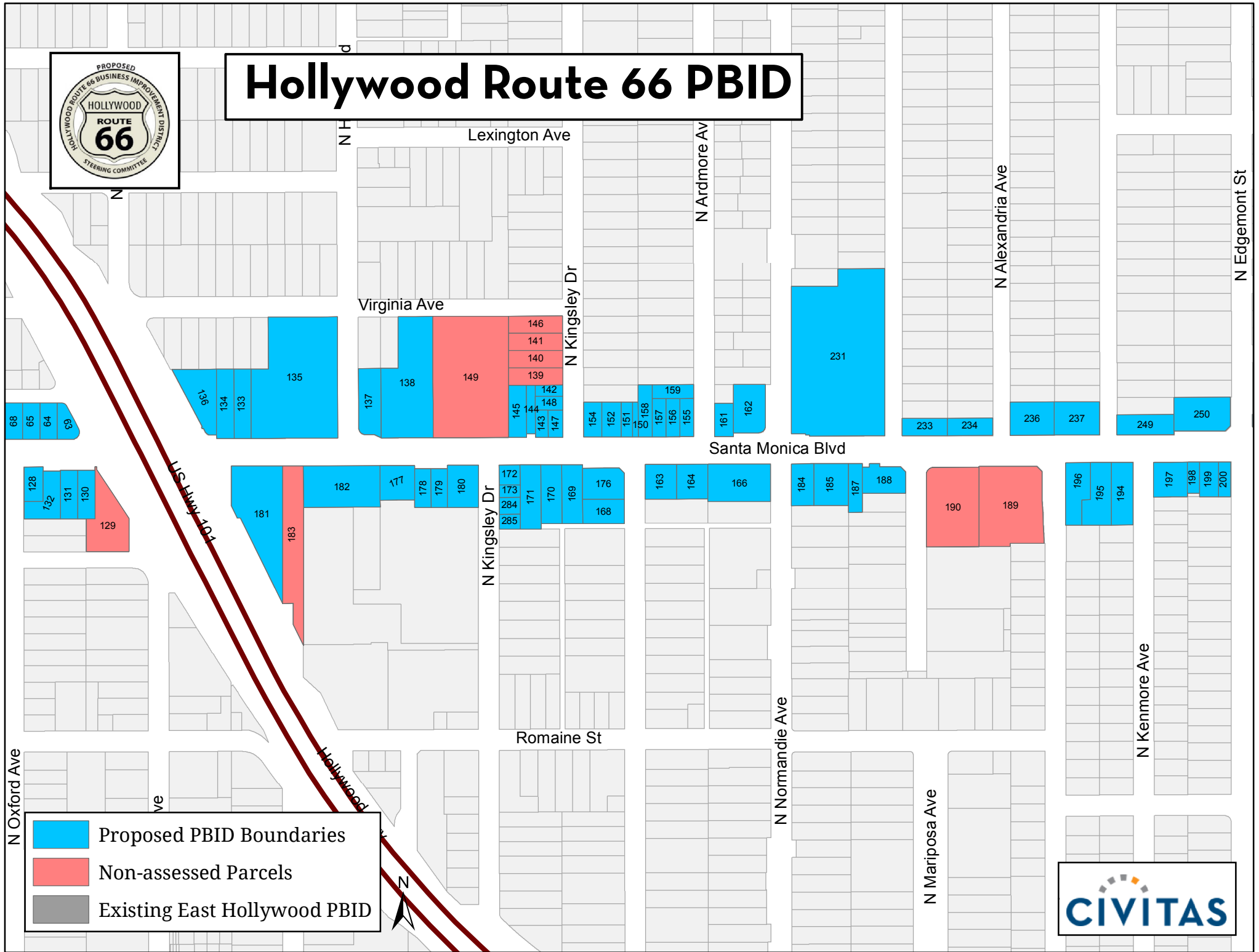


- Proposed PBID Boundaries
- Non-assessed Parcels
- Existing East Hollywood PBID



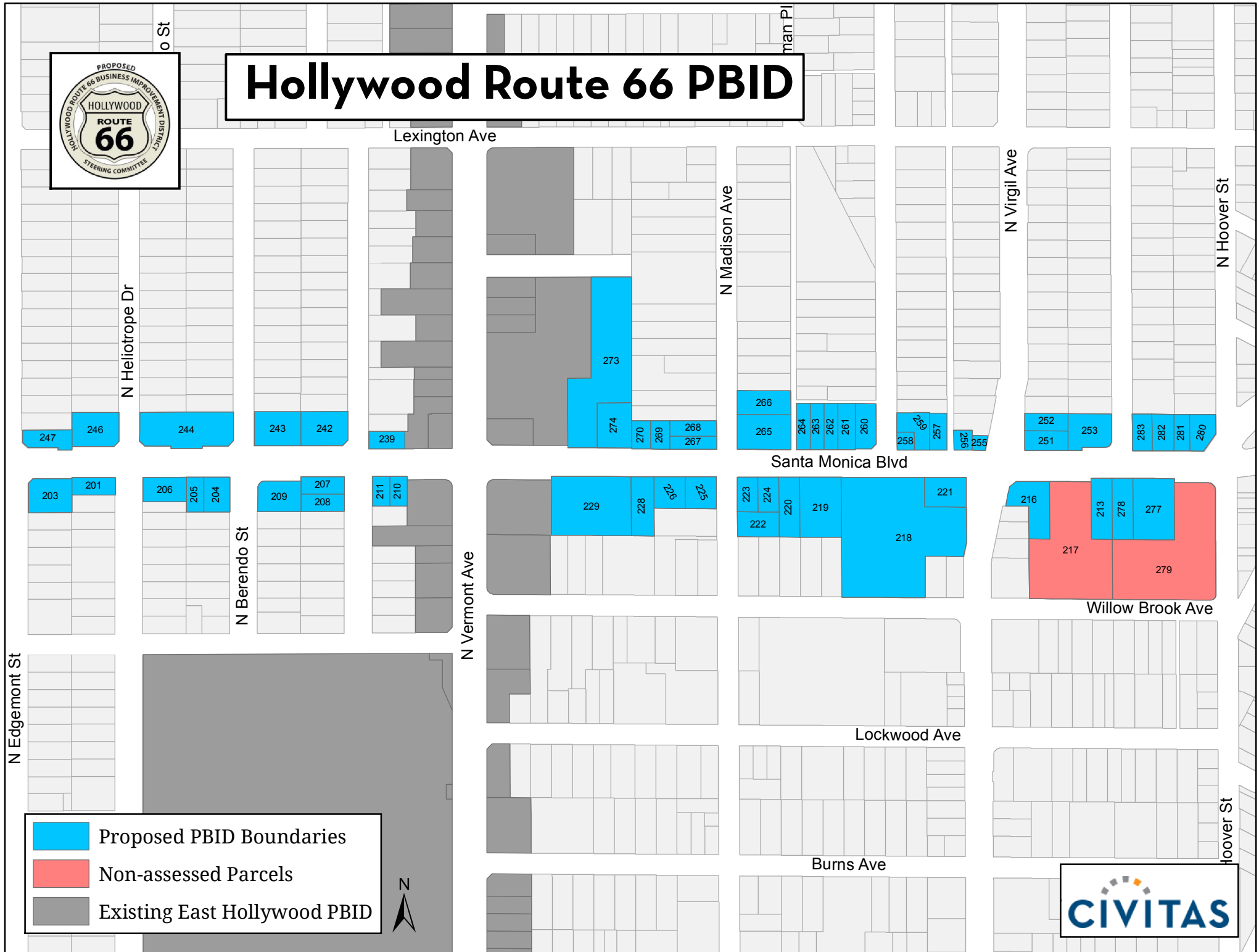


Hollywood Route 66 PBID





Hollywood Route 66 PBID





Thomas Nelson <thomas.nelson@lacity.org>

Downtown Industrial 2017 General Benefit Payment

Estela Lopez <elopez@centralcityeast.org>

Mon, Nov 27, 2017 at 12:57 PM

To: Thomas Nelson <thomas.nelson@lacity.org>, Adriana Velazquez <adriana.velazquez@lacity.org>, Ally Santaclara <Ally.Santaclara@armaninollp.com>, Maximo Fortu <maximo.fortu@lacity.org>, Rick Scott <rick.scott@lacity.org>

Thank you Thomas. I checked our records for this year and this is the first notice we've received regarding the availability of this amount. I will prepare an invoice for this as well as the amount for which you sent us a notice last week.

From: Thomas Nelson [mailto:thomas.nelson@lacity.org]**Sent:** Monday, November 27, 2017 12:33 PM**To:** Adriana Velazquez <adriana.velazquez@lacity.org>; Ally Santaclara <Ally.Santaclara@armaninollp.com>; Estela Lopez <elopez@centralcityeast.org>; Maximo Fortu <maximo.fortu@lacity.org>; Rick Scott <rick.scott@lacity.org>**Subject:** Downtown Industrial 2017 General Benefit Payment

Hi Estela,

Please see the attach transmittal, in regards to the 2017 General Benefit Payment for Downtown Industrial, which according to our records is still available. Please send us an invoice attention to Rick Scott so that we can process it to you.

Thank you
Thomas

--

Tom Nelson
Accounting Clerk
City Clerk NBIDS section
Los Angeles

HOLLY L. WOLCOTT
CITY CLERK

SHANNON D. HOPPE
EXECUTIVE OFFICER

City of Los Angeles
CALIFORNIA



ERIC GARCETTI
MAYOR

OFFICE OF THE
CITY CLERK

Neighborhood and Business
Improvement District Division
200 N. Spring Street, Room 224
Los Angeles, CA 90012
(213) 978-1099
FAX: (213) 978-1130

MIRANDA PASTER
DIVISION MANAGER

clerk.lacity.org

FACSIMILE TRANSMISSION COVER SHEET

DATE: 11/27/2017

TO: Estela Lopez, Executive Director

FAX NO. (213) 228-8488

FROM: Thomas Nelson, Accounts Payable

SUBJECT: BUSINESS IMPROVEMENT DISTRICT FUNDING

____ Number of pages, including this cover sheet

Sent from fax number: (213) 978-1130

To request a retransmission, please call: (213) 978-1099

District Name: DOWNTOWN INDUSTRIAL

Account No.: 18950

2017 General Benefit Payment

38,251.00

Available for Reimbursement

\$38,251.00

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Thomas Nelson <thomas.nelson@lacity.org>

Downtown Industrial Available Funds Business District 18950

Estela Lopez <elopez@centralcityeast.org>

Thu, Dec 21, 2017 at 10:20 AM

To: Thomas Nelson <thomas.nelson@lacity.org>, Adriana Velazquez <adriana.velazquez@lacity.org>, Ally Santaclara <Ally.Santaclara@armaninollp.com>, Maximo Fortu <maximo.fortu@lacity.org>, Rick Scott <rick.scott@lacity.org>

Thank you Tom. We will invoice immediately. Happy Holidays.

From: Thomas Nelson [mailto:thomas.nelson@lacity.org]**Sent:** Thursday, December 21, 2017 9:02 AM**To:** Adriana Velazquez <adriana.velazquez@lacity.org>; Ally Santaclara <Ally.Santaclara@armaninollp.com>; Estela Lopez <elopez@centralcityeast.org>; Maximo Fortu <maximo.fortu@lacity.org>; Rick Scott <rick.scott@lacity.org>**Subject:** Downtown Industrial Available Funds Business District 18950

Good afternoon,

Please see attached transmission sheet for available reimbursement. Have a great day.

Thank you,
Thomas Nelson

--

Tom Nelson
Accounting Clerk
City Clerk NBIDS section
Los Angeles

HOLLY L. WOLCOTT
CITY CLERK

SHANNON D. HOPPE
EXECUTIVE OFFICER

City of Los Angeles CALIFORNIA



ERIC GARCETTI
MAYOR

OFFICE OF THE
CITY CLERK

**Neighborhood and Business
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200 N. Spring Street, Room 224
Los Angeles, CA 90012
(213) 978-1099
FAX: (213) 978-1130

MIRANDA PASTER
DIVISION MANAGER

clerk.lacity.org

FACSIMILE TRANSMISSION COVER SHEET

DATE: 12/20/17

TO: Estela Lopez, Executive Director

FAX NO. (213) 228-8488

FROM: Thomas Nelson, Accounts Payable

SUBJECT: BUSINESS IMPROVEMENT DISTRICT FUNDING

____ Number of pages, including this cover sheet

Sent from fax number: (213) 978-1130

To request a retransmission, please call: (213) 978-1099

District Name: DOWNTOWN INDUSTRIAL

Account No.: 18950

County Remittance 11/22/17

7,397.53

Available for Reimbursement

\$7,397.53

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**COUNTY OF LOS ANGELES - AUDITOR/CONTROLLER, TAX DIVISION
CITY REMITTANCE ADVICE SUMMARY**

F/Y 2017-2018

DATE OF REMITTANCE: November 20, 2017

ACCT.#	DESCRIPTION	TYPE	2017-2018 PROPERTY TAX REVENUE	2017-2018 REDMPT MST 1ST QTR (TAX)	2017-2018 REDMPT MST 1ST QTR (PENALTY)
189.50	DOWNTOWN INDUSTRIAL BID	1% D/S AIR TL	- 7,397.53 - 7,397.53	- 5,951.70 - 5,951.70	- 1,445.83 - 1,445.83



Thomas Nelson <thomas.nelson@lacity.org>

Downtown Industrial available funds for February 2018

Thomas Nelson <thomas.nelson@lacity.org>

Tue, Feb 20, 2018 at 1:38 PM

To: Adriana Velazquez <adriana.velazquez@lacity.org>, Ally Santaclara <Ally.Santaclara@armaninollp.com>, Estela Lopez <elopez@centralcityeast.org>, Maximo Fortu <maximo.fortu@lacity.org>, Rick Scott <rick.scott@lacity.org>

Good afternoon,

Please see attached transmission sheet for available reimbursement. Please attach this transmission sheet to the invoice you mail to us. Have a great day.

Thank you,
Thomas Nelson

--
Tom Nelson
Accounting Clerk
City Clerk NBIDS section
Los Angeles

 **41T_Downtown_Industrial.pdf**
79K

HOLLY L. WOLCOTT
CITY CLERK

SHANNON D. HOPPE
EXECUTIVE OFFICER

City of Los Angeles
CALIFORNIA



ERIC GARCETTI
MAYOR

OFFICE OF THE
CITY CLERK

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Improvement District Division
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Los Angeles, CA 90012
(213) 978-1099
FAX: (213) 978-1130

MIRANDA PASTER
DIVISION MANAGER

clerk.lacity.org

FACSIMILE TRANSMISSION COVER SHEET

DATE: 02/20/2018
TO: Estela Lopez, Executive Director **FAX NO.** (213) 228-8488
FROM: Thomas Nelson, Accounts Payable
SUBJECT: BUSINESS IMPROVEMENT DISTRICT FUNDING

____ Number of pages, including this cover sheet
Sent from fax number: (213) 978-1130
To request a retransmission, please call: (213) 978-1099

District Name: DOWNTOWN INDUSTRIAL

Account No.: 18950

Accrued Interest 10/1/2017 to 12/31/2017	873.89
County Remittance 1/19/2018	<u>205,364.79</u>
Available for Reimbursement	<u><u>\$206,238.68</u></u>

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**COUNTY OF LOS ANGELES - AUDITOR/CONTROLLER, TAX DIVISION
CITY REMITTANCE ADVICE SUMMARY**

F/Y 2017-2018

DATE OF REMITTANCE: January 19, 2018

ACCT.#	DESCRIPTION	TYPE	2017-2018 PROPERTY TAX REVENUE	2017-2018 SECURED 10% REVENUE
189.50	DOWNTOWN INDUSTRIAL BID	1%	-	-
		D/S	205,364.79	205,364.79
		AIR	-	-
		TL	205,364.79	205,364.79



Thomas Nelson <thomas.nelson@lacity.org>

Funds Available for City Parcels

Estela Lopez <elopez@centralcityeast.org>
To: Thomas Nelson <thomas.nelson@lacity.org>

Fri, Jan 12, 2018 at 2:56 PM

Thank you. Will do.

From: Thomas Nelson [mailto:thomas.nelson@lacity.org]

Sent: Wednesday, January 10, 2018 7:36 AM

To: Adriana Velazquez <adriana.velazquez@lacity.org>; Ally Santaclara <Ally.Santaclara@armaninollp.com>; Estela Lopez <elopez@centralcityeast.org>; Maximo Fortu <maximo.fortu@lacity.org>; Rick Scott <rick.scott@lacity.org>

Subject: Funds Available for City Parcels

Hi Estela,

Here is a transmittal showing the City Parcel Payments from 9/11/17. Please send us an invoice requesting us to send you payment for this money.

Thank you,
Thomas

--

Tom Nelson
Accounting Clerk
City Clerk NBIDS section
Los Angeles

HOLLY L. WOLCOTT
CITY CLERK

SHANNON D. HOPPE
EXECUTIVE OFFICER

City of Los Angeles
CALIFORNIA



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FAX: (213) 978-1130

MIRANDA PASTER
DIVISION MANAGER

clerk.lacity.org

FACSIMILE TRANSMISSION COVER SHEET

DATE: 1/10/17
TO: Estela Lopez, Executive Director **FAX NO.** (213) 228-8488
FROM: Thomas Nelson, Accounts Payable
SUBJECT: BUSINESS IMPROVEMENT DISTRICT FUNDING
____ Number of pages, including this cover sheet
Sent from fax number: (213) 978-1130
To request a retransmission, please call: (213) 978-1099

District Name: DOWNTOWN INDUSTRIAL

Account No.: 18950

City Parcel Payments (9/11/2017)

68,287.51

Available for Reimbursement

\$68,287.51

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Thomas Nelson <thomas.nelson@lacity.org>

Downtown Industrial Funds Available for January 2018

Estela Lopez <elopez@centralcityeast.org>

Fri, Jan 19, 2018 at 3:59 PM

To: Thomas Nelson <thomas.nelson@lacity.org>, Adriana Velazquez <adriana.velazquez@lacity.org>, Ally Santaclara <Ally.Santaclara@armaninollp.com>, Maximo Fortu <maximo.fortu@lacity.org>, Rick Scott <rick.scott@lacity.org>

Thanks Tom Will do.

From: Thomas Nelson [mailto:thomas.nelson@lacity.org]

Sent: Friday, January 19, 2018 2:41 PM

To: Adriana Velazquez <adriana.velazquez@lacity.org>; Ally Santaclara <Ally.Santaclara@armaninollp.com>; Estela Lopez <elopez@centralcityeast.org>; Maximo Fortu <maximo.fortu@lacity.org>; Rick Scott <rick.scott@lacity.org>

Subject: Downtown Industrial Funds Available for January 2018

Good afternoon,

Please see attached transmission sheet for available reimbursement. Please attach this transmission sheet to the invoice you mail to us. Have a great day.

Thank you,
Thomas Nelson

--

Tom Nelson
Accounting Clerk
City Clerk NBIDS section
Los Angeles

HOLLY L. WOLCOTT
CITY CLERK

SHANNON D. HOPPE
EXECUTIVE OFFICER

City of Los Angeles
CALIFORNIA



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(213) 978-1099
FAX: (213) 978-1130

MIRANDA PASTER
DIVISION MANAGER

clerk.lacity.org

FACSIMILE TRANSMISSION COVER SHEET

DATE: 1/20/2018

TO: Estela Lopez, Executive Director

FAX NO. (213) 228-8488

FROM: Thomas Nelson, Accounts Payable

SUBJECT: BUSINESS IMPROVEMENT DISTRICT FUNDING

2

Number of pages, including this cover sheet

Sent from fax number: (213) 978-1130

To request a retransmission, please call: (213) 978-1099

District Name: DOWNTOWN INDUSTRIAL

Account No.: 18950

County Remittance 12/20/2017

821,202.91

Less Recovery Cotst for 2018

-21,384.86

Available for Reimbursement

\$799,818.05

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**COUNTY OF LOS ANGELES - AUDITOR/CONTROLLER, TAX DIVISION
CITY REMITTANCE ADVICE SUMMARY
FY 2017-2018**

DATE OF REMITTANCE: December 20, 2017

ACCT.#	DESCRIPTION	TYPE	2017-2018 PROPERTY TAX REVENUE	2017-2018 SECURED 40% ADVANCE	2017-2018 DIRECT ASSMT BILLING (TAX)
189.50	DOWNTOWN INDUSTRIAL BID	1% D/S AIR TL	- 821,202.91 - 821,202.91	- 821,459.16 - 821,459.16	- (256.25) - (256.25)



Thomas Nelson <thomas.nelson@lacity.org>

Downtown Industrial available funds for March 2018

Estela Lopez <elopez@centralcityeast.org>

Wed, Mar 21, 2018 at 10:00 AM

To: Thomas Nelson <thomas.nelson@lacity.org>, Adriana Velazquez <adriana.velazquez@lacity.org>, Ally Santaclara <Ally.Santaclara@armaninollp.com>, Maximo Fortu <maximo.fortu@lacity.org>, Rick Scott <rick.scott@lacity.org>

Thank you Thomas. Will do.

From: Thomas Nelson <thomas.nelson@lacity.org>**Sent:** Wednesday, March 21, 2018 8:05 AM**To:** Adriana Velazquez <adriana.velazquez@lacity.org>; Ally Santaclara <Ally.Santaclara@armaninollp.com>; Estela Lopez <elopez@centralcityeast.org>; Maximo Fortu <maximo.fortu@lacity.org>; Rick Scott <rick.scott@lacity.org>**Subject:** Downtown Industrial available funds for March 2018

Good morning,

Please see attached transmission sheet for available reimbursement. Please attach this transmission sheet to the invoice you mail to us. Have a great day.

Thank you,
Thomas Nelson

--

Tom Nelson
Accounting Clerk
City Clerk NBIDS section
Los Angeles

HOLLY L. WOLCOTT
CITY CLERK

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CALIFORNIA

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FAX: (213) 978-1130

MIRANDA PASTER
DIVISION MANAGER

clerk.lacity.org

FACSIMILE TRANSMISSION COVER SHEET

DATE: 03/20/2018
TO: Estela Lopez, Executive Director **FAX NO.** (213) 228-8488
FROM: Nelson Thomas, Accounts Payable
SUBJECT: BUSINESS IMPROVEMENT DISTRICT FUNDING

Number of pages, including this cover sheet
Sent from fax number: (213) 978-1130
To request a retransmission, please call: (213) 978-1099

District Name: DOWNTOWN INDUSTRIAL

Account No.: 18950

County Remittance 2/22/2018	228,057.06
City Parcel Payments 2/14/2018	16,550.90
Available for Reimbursement	\$244,607.96

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**COUNTY OF LOS ANGELES - AUDITOR/CONTROLLER, TAX DIVISION
CITY REMITTANCE ADVICE SUMMARY
FY 2017-2018**

DATE OF REMITTANCE: February 20, 2018

ACCT.#	DESCRIPTION	TYPE	2017-2018	2017-2018	2017-2018	2017-2018
			PROPERTY TAX REVENUE	SECURED 1ST PAID	EMPTION 2018 2ND QTR (TAX)	EMPTION 2018 2ND QTR (PENALTY)
189.50	DOWNTOWN INDUSTRIAL BID	1% D/S AIR TL	- 228,057.06 -	- 228,052.38 -	- 53.59 -	- (48.91) -
			228,057.06	228,052.38	53.59	(48.91)



Thomas Nelson <thomas.nelson@lacity.org>

Business Improvement District Funds Downtown Industrial

Thomas Nelson <thomas.nelson@lacity.org>

Wed, May 31, 2017 at 3:02 PM

To: Ally Santaclara <Ally.Santaclara@armaninollp.com>

You are welcome.

On Wed, May 31, 2017 at 2:55 PM, Ally Santaclara <Ally.Santaclara@armaninollp.com> wrote:

Hi Thomas,

No problem. Thank you for the update.

Best regards,

Ally Santaclara

Senior Account Manager

Business Management

Armanino^{LLP}

11766 Wilshire Blvd., Ninth Floor | Los Angeles, CA 90025

(310) 745-5848 direct line | 310.473.9018 fax

From: Thomas Nelson [mailto:thomas.nelson@lacity.org]

Sent: Wednesday, May 31, 2017 2:49 PM

To: Ally Santaclara; Maximo Fortu

Subject: Fwd: Business Improvement District Funds Downtown Industrial

Hi Ally,

We are in the process of getting these done, as soon as they are finished and properly formatted I will send it out to you.

Sorry for the delay.

Thomas

----- Forwarded message -----

From: **Ally Santaclara** <Ally.Santaclara@armaninollp.com>

Date: Wed, May 31, 2017 at 2:30 PM

Subject: RE: Business Improvement District Funds Downtown Industrial

To: Thomas Nelson <thomas.nelson@lacity.org>

Hi Thomas,

I hope you are doing well.

We just wanted to check if the Government/Public Agencies and 2nd Redemption reports are available for Downtown Industrial. Kindly forward them at your earliest convenience.

Thank you,

Ally Santaclara

Senior Account Manager
Business Management

Armanino^{LLP}

11766 Wilshire Blvd., Ninth Floor | Los Angeles, CA 90025
(310) 745-5848 direct line | 310.473.9018 fax

From: Thomas Nelson [mailto:thomas.nelson@lacity.org]

Sent: Tuesday, April 25, 2017 10:56 AM

To: Ally Santaclara

Subject: Re: Business Improvement District Funds Downtown Industrial

Hi Ally,

The new contact would be me I'm thinking since I'm doing what Maria use to do. I'm still fairly new to this position so I will ask her about these reports.

Thomas

On Tue, Apr 25, 2017 at 10:51 AM, Ally Santaclara <Ally.Santaclara@armaninollp.com> wrote:

Hi Thomas,

We used to contact Maria Gomez to obtain the government/public agencies reports but she no longer handles these. Do you know who the new contact is so we can request the 2016/2017 Government and Public Agencies Report?

Thank you,

Ally Santaclara

Senior Account Manager
Business Management

Armanino^{LLP}

11766 Wilshire Blvd., Ninth Floor | Los Angeles, CA 90025
(310) 745-5848 direct line | 310.473.9018 fax

From: Thomas Nelson [mailto:thomas.nelson@lacity.org]

Sent: Tuesday, April 25, 2017 8:21 AM

To: Ally Santaclara; elopez@centalcityeast.org

Subject: Business Improvement District Funds Downtown Industrial

Please see attached for available reimbursements.

Thank you,

--

Tom Nelson
Accounting Clerk
City Clerk NBIDS section
Los Angeles

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--

Tom Nelson
Accounting Clerk
City Clerk NBIDS section
Los Angeles

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--

Tom Nelson
Accounting Clerk
City Clerk NBIDS section
Los Angeles

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--

Tom Nelson
Accounting Clerk
City Clerk NBIDS section
Los Angeles

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City of Los Angeles
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FAX: (213) 978-1130

MIRANDA PASTER
DIVISION MANAGER

clerk.lacity.org

FACSIMILE TRANSMISSION COVER SHEET

DATE: 4/20/2017

TO: Estela Lopez, Executive Director

FAX NO. (213) 228-8488

FROM: Thomas Nelson, Accounts Payable

SUBJECT: BUSINESS IMPROVEMENT DISTRICT FUNDING

1 Number of pages, including this cover sheet

Sent from fax number: (213) 978-1130

To request a retransmission, please call: (213) 978-1099

District Name: DOWNTOWN INDUSTRIAL

Account No.: 18950

City Parcel Payments 3-13-2017

16,550.90

Available for Reimbursement

\$16,550.90

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Thomas Nelson <thomas.nelson@lacity.org>

Downtown Industrial available funds for November 2017

Thomas Nelson <thomas.nelson@lacity.org>

Tue, Nov 21, 2017 at 9:35 AM

To: Adriana Velazquez <adriana.velazquez@lacity.org>, Ally Santaclara <Ally.Santaclara@armaninollp.com>, Estela Lopez <elopez@centralcityeast.org>, Maximo Fortu <maximo.fortu@lacity.org>, Rick Scott <rick.scott@lacity.org>

Good morning,

Please see attach transmission sheet for available funds for the month of November. Please send us a invoice attention to Rick Scott.

Thank you,
Thomas Nelson

--

Tom Nelson
Accounting Clerk
City Clerk NBIDS section
Los Angeles

 **41T_Downtown_Industrial.pdf**
42K

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FAX: (213) 978-1130

MIRANDA PASTER
DIVISION MANAGER

clerk.lacity.org

FACSIMILE TRANSMISSION COVER SHEET

DATE: 11/16/2017

TO: Estela Lopez, Executive Director

FAX NO. (213) 228-8488

FROM: Adriana Velazquez, Accounts Payable

SUBJECT: BUSINESS IMPROVEMENT DISTRICT FUNDING

____ Number of pages, including this cover sheet

Sent from fax number: (213) 978-1130

To request a retransmission, please call: (213) 978-1099

District Name: DOWNTOWN INDUSTRIAL

Account No.: 18950

Accrued Interest 7/1/17 to 9/30/17

2,956.48

Available for Reimbursement

\$2,956.48

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Thomas Nelson <thomas.nelson@lacity.org>

Downtown Industrial Funds Available

Estela Lopez <elopez@centralcityeast.org>

Wed, Sep 13, 2017 at 10:00 AM

To: Thomas Nelson <thomas.nelson@lacity.org>, Rick Scott <rick.scott@lacity.org>, Adriana Velazquez <adriana.velazquez@lacity.org>, Maximo Fortu <maximo.fortu@lacity.org>

Thank you all for your quick clarification and correction. An invoice is on its way to you.

From: Thomas Nelson [mailto:thomas.nelson@lacity.org]**Sent:** Tuesday, September 12, 2017 4:29 PM**To:** Estela Lopez <elopez@centralcityeast.org>; Rick Scott <rick.scott@lacity.org>; Adriana Velazquez <adriana.velazquez@lacity.org>; Maximo Fortu <maximo.fortu@lacity.org>**Subject:** Downtown Industrial Funds Available

Hi Estela,

While looking at the previous transmittals that we had sent your BID, I notice that the attach one was sent to an invalid email address. The amount of this one is for \$163,782.43.

Sorry for the mistake,
Thomas

--

Tom Nelson
Accounting Clerk
City Clerk NBIDS section
Los Angeles

HOLLY L. WOLCOTT
CITY CLERK

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EXECUTIVE OFFICER

City of Los Angeles
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FAX: (213) 978-1130

MIRANDA PASTER
DIVISION MANAGER

clerk.lacity.org

FACSIMILE TRANSMISSION COVER SHEET

DATE: 3/20/2017

TO: Estela Lopez, Executive Director

FAX NO. (213) 228-8488

FROM: Thomas Nelson, Accounts Payable

SUBJECT: BUSINESS IMPROVEMENT DISTRICT FUNDING

2 Number of pages, including this cover sheet

Sent from fax number: (213) 978-1130

To request a retransmission, please call: (213) 978-1099

District Name: DOWNTOWN INDUSTRIAL

Account No.: 18950

County Remittance 2/23/2017

163,782.43

Available for Reimbursement

\$163,782.43

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**COUNTY OF LOS ANGELES - AUDITOR/CONTROLLER, TAX DIVISION
CITY REMITTANCE ADVICE SUMMARY**

F/Y 2016-2017

DATE OF REMITTANCE: February 17, 2017

ACCT.#	DESCRIPTION	TYPE	2016-2017 PROPERTY TAX REVENUE	2016-2017 SECURED 1ST PAID	2016-2017 REDMPT MST 2ND QTR (TAX)	2016-2017 REDMPT MST 2ND QTR (PENALTY)
189.50	DOWNTOWN INDUSTRIAL BID	1% D/S AIR TL	- 163,782.43	- 161,992.36	- 1,027.68	- 762.39
			163,782.43	161,992.36	1,027.68	762.39



Thomas Nelson <thomas.nelson@lacity.org>

Business Improvement District Funds East Hollywood

Thomas Nelson <thomas.nelson@lacity.org>

Tue, May 1, 2018 at 7:18 AM

To: "Nicole Shahrenian, EHBID" <nicole@ehbid.org>

Cc: Joe G <jogeg@cpa4me.com>

Hi Nicole,

Since there wasn't any County Remittances for that month, there isn't a second page that was sent out. We would only send out that second page when there's a county remittance received.

If you need any other information or have questions let me know.

Thank you

Thomas

On Mon, Apr 30, 2018 at 4:37 PM, Nicole Shahrenian, EHBID <nicole@ehbid.org> wrote:

Hi Thomas! For the above April 20, 2017 communication we seem to be missing the second page normally entitled "County of Los Angeles-Auditor/Controller, Tax Division City Remittance Advice Summary F/Y 2016-2017 DATE OF REMITTANCE"

Would you be able to resend that particular page?

Thanks so much!

-Nicole

From: Thomas Nelson [<mailto:thomas.nelson@lacity.org>]

Sent: Tuesday, April 25, 2017 8:25 AM

To: Shahrenian, Nicole <Nicole@hollywoodchamber.net>; Joe Gallardo <jogeg@cpa4me.com>

Subject: Business Improvement District Funds East Hollywood

Please see attached for available reimbursements.

5/21/2018

City of Los Angeles Mail - Business Improvement District Funds East Hollywood

Thank you,

--

Tom Nelson
Accounting Clerk
City Clerk NBIDS section
Los Angeles

--

Tom Nelson
Accounting Clerk
City Clerk NBIDS section
Los Angeles

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CITY CLERK

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(213) 978-1099
FAX: (213) 978-1130

MIRANDA PASTER
DIVISION MANAGER

clerk.lacity.org

FACSIMILE TRANSMISSION COVER SHEET

DATE: 4/20/2017

TO: Nicole Shahanian, Vice President

FAX NO. (323) 469-2805

FROM: Thomas Nelson, Accounts Payable

SUBJECT: BUSINESS IMPROVEMENT DISTRICT FUNDING

() Number of pages, including this cover sheet

Sent from fax number: (213) 978-1130

To request a retransmission, please call: (213) 978-1099

District Name: EAST HOLLYWOOD

Account No.: 18880

City Parcel Payments 3/13/17	21,797.24
SAS Collections 3/1/17 to 3/31/17	24,441.10
Available for Reimbursement	\$46,238.34

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Thomas Nelson <thomas.nelson@lacity.org>

East Hollywood Available Funds Business Improvement District 18880

Shahenian, Nicole <Nicole@hollywoodchamber.net>

Wed, Sep 27, 2017 at 3:43 PM

To: Thomas Nelson <thomas.nelson@lacity.org>, Adriana Velazquez <adriana.velazquez@lacity.org>, Joe Gallardo <joeg@cpa4me.com>, Maximo Fortu <maximo.fortu@lacity.org>, Rick Scott <rick.scott@lacity.org>

Cc: "Nicole Shahenian, EHBID" <nicole@ehbid.org>

Thanks Thomas.

Going forward, if you could please send all EHBID related correspondence to my BID e-mail Nicole@ehbid.org it would be much appreciated. Thanks so much!

Warmest Regards,

A handwritten signature in black ink that reads "Nicole Shahenian".

Nicole J. Shahenian

Vice President, Government Relations

Hollywood Chamber of Commerce

[6255 Sunset Blvd, Ste 150, Hollywood, CA 90028](#)323-469-8311 ext. 28 | Nicole@hollywoodchamber.nethollywoodchamber.net | walkoffame.com | Chamber events*[RSVP for the ghoulish food, stay for the family-friendly fun...](#)*



From: Thomas Nelson [mailto:thomas.nelson@lacity.org]

Sent: Tuesday, September 26, 2017 3:34 PM

To: Adriana Velazquez <adriana.velazquez@lacity.org>; Joe Gallardo <joeg@cpa4me.com>; Maximo Fortu <maximo.fortu@lacity.org>; Shahrenian, Nicole <Nicole@hollywoodchamber.net>; Rick Scott <rick.scott@lacity.org>

Subject: East Hollywood Available Funds Business Improvement District 18880

Good afternoon,

Please see attached transmission sheet for available reimbursement. Have a great day.

Thank you,
Thomas Nelson

--

Tom Nelson
Accounting Clerk
City Clerk NBIDS section
Los Angeles

HOLLY L. WOLCOTT
CITY CLERK

SHANNON D. HOPPE
EXECUTIVE OFFICER

City of Los Angeles
CALIFORNIA



ERIC GARCETTI
MAYOR

OFFICE OF THE
CITY CLERK

Neighborhood and Business
Improvement District Division
200 N. Spring Street, Room 224
Los Angeles, CA 90012
(213) 978-1099
FAX: (213) 978-1130

MIRANDA PASTER
DIVISION MANAGER

clerk.lacity.org

FACSIMILE TRANSMISSION COVER SHEET

DATE: 9/20/2017
TO: Nicole Shahanian, Vice President
FROM: Thomas Nelson, Accounts Payable
SUBJECT: BUSINESS IMPROVEMENT DISTRICT FUNDING

FAX NO. (323) 469-2805

2 Number of pages, including this cover sheet

Sent from fax number: (213) 978-1130

To request a retransmission, please call: (213) 978-1099

District Name: EAST HOLLYWOOD

Account No.: 18880

County remittance 8/23/2017

2,129.95

Available for Reimbursement

\$2,129.95

PRIVACY NOTICE

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**COUNTY OF LOS ANGELES - AUDITOR/CONTROLLER, TAX DIVISION
CITY REMITTANCE ADVICE SUMMARY**

F/Y 2016-2017

DATE OF REMITTANCE: August 23, 2017

ACCT.#	DESCRIPTION	TYPE	2016-2017	2016-2017	2016-2017	2016-2017
			PROPERTY TAX	SECURED FINAL	REDMPT MST 4TH QTR (TAX)	REDMPT MST PRIOR YR ADJ (PENALTY)
188.80	EAST HOLLYWOOD BID	1%	-	-	-	-
		D/S	2,129.95	2,169.00	-	(39.05)
		AIR	-	-	-	-
		TL	2,129.95	2,169.00	-	(39.05)



Thomas Nelson <thomas.nelson@lacity.org>

Pacific Palisades 2017 General Benefit Payment

Thomas Nelson <thomas.nelson@lacity.org>

Mon, Nov 27, 2017 at 12:43 PM

To: Adriana Velazquez <adriana.velazquez@lacity.org>, Elliot Zorensky <ezorensky@udorealestate.com>, Laurie Sale <laurie@palisadesbid.org>, Maximo Fortu <maximo.fortu@lacity.org>, Rick Scott <rick.scott@lacity.org>

Hi Laurie,

Please see the attach transmittal, in regards to the 2017 General Benefit Payment for Granada Hills, which according to our records is still available. Please send us an invoice attention to Rick Scott so that we can process it to you.

Thank you

--

Tom Nelson
Accounting Clerk
City Clerk NBIDS section
Los Angeles

 **57V_Pacific_Palisades_General_Benefit.pdf**
45K

HOLLY L. WOLCOTT
CITY CLERK

SHANNON D. HOPPE
EXECUTIVE OFFICER

City of Los Angeles
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FAX: (213) 978-1130

MIRANDA PASTER
DIVISION MANAGER

clerk.lacity.org

FACSIMILE TRANSMISSION COVER SHEET

DATE: 11/27/2017

TO: Laurie Sale, Executive Director

FAX NO. (310) 454-5797

FROM: Thomas Nelson, Accounts Payable

SUBJECT: BUSINESS IMPROVEMENT DISTRICT FUNDING

Number of pages, including this cover sheet

Sent from fax number: (213) 978-1130

To request a retransmission, please call: (213) 978-1099

District Name: PACIFIC PALISADES

Account No.: 18978

2017 General Benefit Payment

1,490.00

Available for Reimbursement

\$1,490.00

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Thomas Nelson <thomas.nelson@lacity.org>

Business Improvement District Funds Pacific Palisades

Edwin Hartoonian <edwin.hartoonian@lacity.org>
To: laurie@palisadesbid.org, ezorensky@udorealestate.com
Cc: Thomas Nelson <thomas.nelson@lacity.org>

Fri, Apr 21, 2017 at 1:49 PM

Please see attached for available reimbursements.

Thank you,

--

Edwin Hartoonian

Accounting Intern

Special Assessment Section

Phone [\(213\)978-1099](tel:(213)978-1099)

 **18978 PACIFIC PALISADES.pdf**
240K

HOLLY L. WOLCOTT
CITY CLERK

SHANNON D. HOPPE
EXECUTIVE OFFICER

City of Los Angeles
CALIFORNIA



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(213) 978-1099
FAX: (213) 978-1130

MIRANDA PASTER
DIVISION MANAGER

clerk.lacity.org

FACSIMILE TRANSMISSION COVER SHEET

DATE: 4/20/2017

TO: Laurie Sale, Executive Director

FAX NO. (310) 454-5797

FROM: Thomas Nelson, Accounts Payable

SUBJECT: BUSINESS IMPROVEMENT DISTRICT FUNDING

____ Number of pages, including this cover sheet
Sent from fax number: (213) 978-1130
To request a retransmission, please call: (213) 978-1099

District Name: PACIFIC PALISADES

Account No.: 18978

City Parcel Payments 3/13/17	585.78
SAS Collections 3/15/17	1,220.11
Available for Reimbursement	<u>\$1,805.89</u>

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AN EQUAL EMPLOYMENT OPPORTUNITY – AFFIRMATIVE ACTION EMPLOYER



Thomas Nelson <thomas.nelson@lacity.org>

Pacific Palisades Available Funds business District 18978

Thomas Nelson <thomas.nelson@lacity.org>

Thu, Dec 21, 2017 at 9:43 AM

To: Adriana Velazquez <adriana.velazquez@lacity.org>, Elliot Zorensky <ezorensky@udorealestate.com>, Laurie Sale <laurie@palisadesbid.org>, Maximo Fortu <maximo.fortu@lacity.org>, Rick Scott <rick.scott@lacity.org>

Good afternoon,

The attach transmission sheet is sent to let you know that there are no available funds for this month.

Thank you,
Thomas Nelson

--
Tom Nelson
Accounting Clerk
City Clerk NBIDS section
Los Angeles

 **57V_Pacific_Palisades.pdf**
45K

HOLLY L. WOLCOTT
CITY CLERK

SHANNON D. HOPPE
EXECUTIVE OFFICER

City of Los Angeles
CALIFORNIA



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FAX: (213) 978-1130

MIRANDA PASTER
DIVISION MANAGER

clerk.lacity.org

FACSIMILE TRANSMISSION COVER SHEET

DATE: 12/20/2017

TO: Laurie Sale, Executive Director

FAX NO. (310) 454-5797

FROM: Thomas Nelson, Accounts Payable

SUBJECT: BUSINESS IMPROVEMENT DISTRICT FUNDING

Number of pages, including this cover sheet

Sent from fax number: (213) 978-1130

To request a retransmission, please call: (213) 978-1099

District Name: PACIFIC PALISADES

Account No.: 18978

No County Remittance

0.00

Available for Reimbursement

\$0.00

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Thomas Nelson <thomas.nelson@lacity.org>

Pacific Palisades available funds for February 2018

Thomas Nelson <thomas.nelson@lacity.org>

Tue, Feb 20, 2018 at 2:01 PM

To: Adriana Velazquez <adriana.velazquez@lacity.org>, Elliot Zorensky <ezorensky@udorealestate.com>, Laurie Sale <laurie@palisadesbid.org>, Maximo Fortu <maximo.fortu@lacity.org>, Rick Scott <rick.scott@lacity.org>

Good afternoon,

Please see attached transmission sheet for available reimbursement. Please attach this transmission sheet to the invoice you mail to us. Have a great day.

Thank you,
Thomas Nelson

--
Tom Nelson
Accounting Clerk
City Clerk NBIDS section
Los Angeles

 **57V_Pacific_Palisades.pdf**
75K

HOLLY L. WOLCOTT
CITY CLERK

SHANNON D. HOPPE
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FAX: (213) 978-1130

MIRANDA PASTER
DIVISION MANAGER

clerk.lacity.org

FACSIMILE TRANSMISSION COVER SHEET

DATE: 02/20/2018

TO: Laurie Sale, Executive Director

FAX NO. (310) 454-5797

FROM: Thomas Nelson, Accounts Payable

SUBJECT: BUSINESS IMPROVEMENT DISTRICT FUNDING

Number of pages, including this cover sheet

Sent from fax number: (213) 978-1130

To request a retransmission, please call: (213) 978-1099

District Name: PACIFIC PALISADES

Account No.: 18978

County Remittance 1/19/2018

12,756.17

Accrued Interest 10/1/18 to 12/31/17

73.37

Available for Reimbursement

\$12,829.54

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**COUNTY OF LOS ANGELES - AUDITOR/CONTROLLER, TAX DIVISION
CITY REMITTANCE ADVICE SUMMARY**

F/Y 2017-2018

DATE OF REMITTANCE: January 19, 2018

ACCT.#	DESCRIPTION	TYPE	2017-2018 PROPERTY TAX REVENUE	2017-2018 SECURED 10% REVENUE
189.78	PACIFIC PALI BID	1%	12,756.17	12,756.17
		D/S	-	-
		AIR	-	-
		TL	12,756.17	12,756.17



Thomas Nelson <thomas.nelson@lacity.org>

Pacific Palisades Funds Available for January 2018

Thomas Nelson <thomas.nelson@lacity.org>

Fri, Jan 19, 2018 at 3:03 PM

To: Adriana Velazquez <adriana.velazquez@lacity.org>, Elliot Zorensky <ezorensky@udorealestate.com>, Laurie Sale <laurie@palisadesbid.org>, Maximo Fortu <maximo.fortu@lacity.org>, Rick Scott <rick.scott@lacity.org>

Good afternoon,

Please see attached transmission sheet for available reimbursement. Please attach this transmission sheet to the invoice you mail to us. Have a great day.

Thank you,
Thomas Nelson

--
Tom Nelson
Accounting Clerk
City Clerk NBIDS section
Los Angeles

 **57V_Pacific_Palisades.pdf**
81K

HOLLY L. WOLCOTT
CITY CLERK

SHANNON D. HOPPE
EXECUTIVE OFFICER

City of Los Angeles
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FAX: (213) 978-1130

MIRANDA PASTER
DIVISION MANAGER

clerk.lacity.org

FACSIMILE TRANSMISSION COVER SHEET

DATE: 1/20/2018
TO: Laurie Sale, Executive Director **FAX NO.** (310) 454-5797
FROM: Thomas Nelson, Accounts Payable
SUBJECT: BUSINESS IMPROVEMENT DISTRICT FUNDING
2 Number of pages, including this cover sheet
Sent from fax number: (213) 978-1130
To request a retransmission, please call: (213) 978-1099

District Name: PACIFIC PALISADES

Account No.: 18978

County Remittance 12/20/2017	50,956.20
Less Recovery Cost for 2018	-4,299.59
Available for Reimbursement	<u>\$46,656.61</u>

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**COUNTY OF LOS ANGELES - AUDITOR/CONTROLLER, TAX DIVISION
CITY REMITTANCE ADVICE SUMMARY**

F/Y 2017-2018

DATE OF REMITTANCE: December 20, 2017

ACCT.#	DESCRIPTION	TYPE	2017-2018 PROPERTY TAX REVENUE	2017-2018 SECURED 40% ADVANCE	2017-2018 DIRECT ASSMT BILLING (TAX)
189.78	PACIFIC PALI BID	1% D/S AIR TL	- 50,956.20 - 50,956.20	- 51,024.70 - 51,024.70	- (68.50) - (68.50)



Thomas Nelson <thomas.nelson@lacity.org>

Business Improvement District Fund - Pacific Palisades 189.78

Thomas Nelson <thomas.nelson@lacity.org>

Mon, Mar 20, 2017 at 2:22 PM

To: laurie@palisadesbid.org, ezirebsky@udorealestate.com

Good morning,

Please see attached transmission sheet for available reimbursement.

Thank you,

--

Tom Nelson
Accounting Clerk
City Clerk NBIDS section
Los Angeles



18978_Pacific_Palisades.pdf

416K

HOLLY L. WOLCOTT
CITY CLERK

SHANNON D. HOPES
EXECUTIVE OFFICER

City of Los Angeles
CALIFORNIA



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FAX: (213) 978-1130

MIRANDA PASTER
DIVISION MANAGER

clerk.lacity.org

FACSIMILE TRANSMISSION COVER SHEET

DATE: 3/20/2017

TO: Laurie Sale, Executive Director

FAX NO. (310) 454-5797

FROM: Thomas Nelson, Accounts Payable

SUBJECT: BUSINESS IMPROVEMENT DISTRICT FUNDING

2 Number of pages, including this cover sheet

Sent from fax number: (213) 978-1130

To request a retransmission, please call: (213) 978-1099

District Name: PACIFIC PALISADES

Account No.: 18978

County Remittance 2/23/2017

9,038.38

Available for Reimbursement

\$9,038.38

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**COUNTY OF LOS ANGELES - AUDITOR/CONTROLLER, TAX DIVISION
CITY REMITTANCE ADVICE SUMMARY**

F/Y 2016-2017

DATE OF REMITTANCE: February 17, 2017

ACCT.#	DESCRIPTION	TYPE	2016-2017	2016-2017
			PROPERTY TAX REVENUE	SECURED 1ST PAID
189.78	PACIFIC PALI BID	1% D/S AIR TL	- 9,038.38 - 9,038.38	- 9,038.38 - 9,038.38



Thomas Nelson <thomas.nelson@lacity.org>

Pacific Palisades available funds for March 2018

Thomas Nelson <thomas.nelson@lacity.org>

Wed, Mar 21, 2018 at 8:22 AM

To: Adriana Velazquez <adriana.velazquez@lacity.org>, Elliot Zorensky <ezorensky@udorealestate.com>, Laurie Sale <laurie@palisadesbid.org>, Maximo Fortu <maximo.fortu@lacity.org>, Rick Scott <rick.scott@lacity.org>

Good morning,

Please see attached transmission sheet for available reimbursement. Please attach this transmission sheet to the invoice you mail to us. Have a great day.

Thank you,
Thomas Nelson

--

Tom Nelson
Accounting Clerk
City Clerk NBIDS section
Los Angeles

 **57V_Pacific_Palisades.pdf**
75K

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CITY CLERK

SHANNON D. HOPPE
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FAX: (213) 978-1130

MIRANDA PASTER
DIVISION MANAGER

clerk.lacity.org

FACSIMILE TRANSMISSION COVER SHEET

DATE: 03/20/2018

TO: Laurie Sale, Executive Director

FAX NO. (310) 454-5797

FROM: Nelson Thomas, Accounts Payable

SUBJECT: BUSINESS IMPROVEMENT DISTRICT FUNDING

Number of pages, including this cover sheet

Sent from fax number: (213) 978-1130

To request a retransmission, please call: (213) 978-1099

District Name: PACIFIC PALISADES

Account No.: 18978

County Remittance 2/22/2018

12,063.62

City Parcel Payments 2/14/2018

597.50

Available for Reimbursement

\$12,661.12

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**COUNTY OF LOS ANGELES - AUDITOR/CONTROLLER, TAX DIVISION
CITY REMITTANCE ADVICE SUMMARY**

F/Y 2017-2018

DATE OF REMITTANCE: February 20, 2018

ACCT.#	DESCRIPTION	TYPE	2017-2018	2017-2018	2017-2018	2017-2018
			PROPERTY TAX	SECURED 1ST%	REDMPT MST 2ND QTR (TAX)	REDMPT MST 2ND QTR (PENALTY)
189.78	PACIFIC PALI BID	1%	-	-	-	-
		D/S	12,063.62	11,799.81	224.52	39.29
		AIR	-	-	-	-
		TL	12,063.62	11,799.81	224.52	39.29



Thomas Nelson <thomas.nelson@lacity.org>

18978 Pacific Palisades Secured Pymnt Report

Palisades BID <laurie@palisadesbid.org>
To: Thomas Nelson <thomas.nelson@lacity.org>

Thu, Jul 13, 2017 at 1:19 PM

Thanks

From: Thomas Nelson [mailto:thomas.nelson@lacity.org]
Sent: Thursday, July 13, 2017 10:10 AM
To: laurie@palisadesbid.org
Subject: Re: 18978 Pacific Palisades Secured Pymnt Report

Sorry about my first email to you Laurie, accidently sent it when it wasn't completed.

Attach is the document we were trying to send out to you, it's the 3rd Quarter Secured Payment Report for Pacific Palisades.

Thank you,
Thomas

On Thu, Jul 13, 2017 at 10:07 AM, Thomas Nelson <thomas.nelson@lacity.org> wrote:

Hi Laurie,

Saw your email in regards to us sending you something that didn't arrive, so I'm attempting to resend it to you.

Tom Nelson
Accounting Clerk
City Clerk NBIDS section
Los Angeles

--

Tom Nelson
Accounting Clerk

5/21/2018

City of Los Angeles Mail - 18978 Pacific Palisades Secured Pymnt Report

City Clerk NBIDS section
Los Angeles



This email has been checked for viruses by Avast antivirus software.

www.avast.com

**2016-2017 Secured Paymnet 3rd Qrt
Pacific Palisades**

AGENCY 18978

<u>PARCEL</u>	<u>TAX LEVIED</u>	<u>TAX PAID</u>	<u>PARCEL</u>	<u>TAX LEVIED</u>
4411001016	1,799.47	1,799.47	4411001017	1,313.86
4411001018	1,393.54	1,393.54	4411001019	5,023.27
4411001020	2,283.04	2,283.04	4412001014	1,605.62
4412001017	8,996.86	8,996.86	4412002008	641.97
4412002009	492.36	492.36	4412002010	1,520.83
4412002011	1,763.65	1,763.65	4412002012	5,158.09
4412002015	1,589.64	1,589.64	4412002016	6,057.21
4412002017	632.2	632.2	4412002018	2,879.15
4412002023	3,730.97	3,730.97	4412002026	1,995.73
4412003003	722.55	722.55	4412003004	871.92
4412003005	692.45	692.45	4412003006	2,153.24
4412003007	804.31	804.31	4412003008	465.55
4412003009	3,159.27	3,159.27	4412004015	1,296.74
4412004016	680.64	680.64	4412004017	827.11
4412004018	819.53	819.53	4412004019	732.86
4412004020	818.01	818.01	4412004021	737.1
4412004022	1,005.12	1,005.12	4412004023	984.89
4412004024	683.36	683.36	4412004025	719.52
4412009011	1,083.58	1,083.58	4412009012	4,431.94
4412009014	8,535.29	8,535.29	4422022005	1,624.67
4422022015	3,024.94	3,024.94	4422022016	1,280.80
4423016001	552.57	552.57	4423016002	628.55
4423016003	494.7	494.7	4423016004	1,449.43
4423016005	1,380.61	1,380.61	4423016006	399.24
4423016007	1,286.34	1,286.34	4423016008	714.49
4423016009	509.29	509.29	4423016010	319.73
4423016011	849.52	849.52	4423016012	896.85
4423016017	828.08	828.08	4423016018	607.78
4423016019	750.63	750.63	4423016020	831.34
4423016021	1,296.63	1,296.63	4423016022	881.03
4423016023	2,710.02	2,710.02	4423016024	964.23
4423016025	3,131.75	3,131.75	4423016073	2,066.84
4423017003	714.29	714.29	4423017004	699.5
4423017005	588.87	588.87	4423017006	566.23
4423017008	449.05	224.52	4423017009	3,776.52
4423017023	975.75	975.75	4423017024	1,908.78
4423017026	1,723.30	1,723.30	9020100001	3,075.76

AGENCY TOTAL 125,060.55

AGENCY PARCEL COUNT 74

TAX PAID

1,313.86
5,023.27
1,605.62
641.97
1,520.83
5,158.09
6,057.21
2,879.15
1,995.73
871.92
2,153.24
465.55
1,296.74
827.11
732.86
737.1
984.89
719.52
4,431.94
1,624.67
1,280.80
628.55
1,449.43
399.24
714.49
319.73
896.85
607.78
831.34
881.03
964.23
2,066.84
699.5
566.23
3,776.52
1,908.78
3,075.76

124,836.02



Thomas Nelson <thomas.nelson@lacity.org>

Pacific Palisades available funds for November 2017

Thomas Nelson <thomas.nelson@lacity.org>

Tue, Nov 21, 2017 at 9:53 AM

To: Adriana Velazquez <adriana.velazquez@lacity.org>, Elliot Zorensky <ezorensky@udorealestate.com>, Laurie Sale <laurie@palisadesbid.org>, Maximo Fortu <maximo.fortu@lacity.org>, Rick Scott <rick.scott@lacity.org>

Good morning,

Please see attach transmission sheet for available funds for the month of November. Please send us a invoice attention to Rick Scott.

Thank you,
Thomas Nelson

--

Tom Nelson
Accounting Clerk
City Clerk NBIDS section
Los Angeles

 **57V_Pacific_Palisades.pdf**
46K

HOLLY L. WOLCOTT
CITY CLERK

City of Los Angeles
CALIFORNIA

SHANNON D. HOPPE
EXECUTIVE OFFICER



ERIC GARCETTI
MAYOR

OFFICE OF THE
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Neighborhood and Business
Improvement District Division
200 N. Spring Street, Room 224
Los Angeles, CA 90012
(213) 978-1099
FAX: (213) 978-1130

MIRANDA PASTER
DIVISION MANAGER

clerk.lacity.org

FACSIMILE TRANSMISSION COVER SHEET

DATE: 11/16/2017

TO: Laurie Sale, Executive Director

FAX NO. (310) 454-5797

FROM: Adriana Velazquez, Accounts Payable

SUBJECT: BUSINESS IMPROVEMENT DISTRICT FUNDING

Number of pages, including this cover sheet

Sent from fax number: (213) 978-1130

To request a retransmission, please call: (213) 978-1099

District Name: PACIFIC PALISADES

Account No.: 18978

SAS Collections 10/04/17

606.92

Accrued Interest 7/1/17 to 9/30/17

87.92

Available for Reimbursement

\$694.84

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